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# MIDA'S CRITERION

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**LENDED WHISKEY**

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SUPERVISED BY THE WILKEN FAMILY

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# DAILY ANALYSIS
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**All operations of the Wathen Distillery are under the constant supervision of the Wathen Control Laboratory. Each day's distillation of new whiskey is analyzed by our skilled chemist who checks his findings against previous runs of whiskey. In this way, the constant production of the highest quality whiskey is not only assured, but is scientifically controlled.**

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MEANS FINE WHISKEY

John A. Wathen Distillery Co.
INCORPORATED
LEBANON - MARION COUNTY - KENTUCKY

Founded in 1884 by
WILLIAM MIDA

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# MIDA'S CRITERION

With Which Has Been Merged BOWNE'S WINES & SPIRITS

GILLETTE COMPANY, Publishers. Also publishers of ROADS AND STREETS, WATER WORKS AND SEWERAGE, SPORTING GOODS JOURNAL, OIL & SOAP, MOSAICS & TERRAZZO, POWERS' ROAD AND STREET CATALOG, and Technical Books

January, 1936 LEE W. MIDA, *Editor-in-Chief* VOLUME XLI, NUMBER 1

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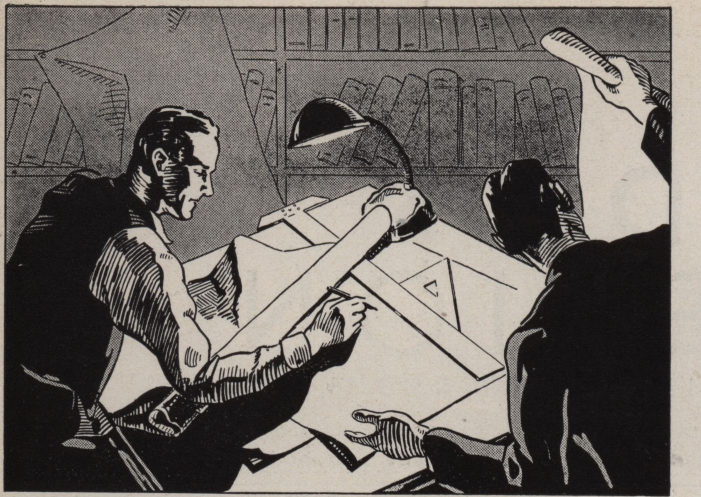

# PLAN

# DEPARTMENT

Literature listed on this page will prove to be of value to you who are contemplating any kind of new construction, rehabilitation, or business improvement of any sort. The publishers of MIDA'S CRITERION will gladly assist you in obtaining these and other catalogs.

☐ Aware that there is abroad in the land the impression that champagne is either taken straight for the most part, or not at all, *Chateau Gay, Ltd.*, of Lewiston, N. Y., is distributing a colored folder containing a dozen "miracle mixtures" employing champagne as one of their ingredients. The leaflet is beautifully illustrated in the modern manner. The 12 recipes are for the following drinks: Pink Elephant, Cocktail Ordinaire, Tutti - Fruiti Punch, Old Quebec, Hollywood Cup, Black Prince, Murray Bay Dip, Park Avenue Punch, Red Light, LaPompadour, Chateau Gay Tom Collins and Chateau Gay Cobbler. Chateau Gay, Ltd., is the United States subsidiary of Canadian Wineries, Ltd., a 50-year-old company with six units in Canada.

☐ An unusually attractive folder has just been issued by *Speas Manufacturing Company,* Kansas City, Missouri, which presents a number of excellent recipes using apple brandy as a base. Some interesting historical data is included in the folder. A copy may be had by addressing the editors of MIDA'S CRITERION.

☐ *Air Operated Controllers* are described and illustrated in a folder recently issued by The Brown Instrument Company, Philadelphia, entitled "Tune in For Lower Process Costs." The features embodied in the construction of this equipment for assuring accurate measurement and precise control are briefly but concisely set forth.

☐ The *Mohawk Liqueur Corporation,* Detroit, Michigan, is distributing one of the handsomest and most complete recipe booklets we have seen. Together with dozens of recipes for mixed drinks, it gives a quantity of other useful information including mixing suggestions, the serving of beverages. The booklet is beautifully illustrated in color. The same company is issuing an attractive folder listing and illustrating in color the extensive line of Mohawk liqueurs.

☐ A circular recently issued by *T. Shriver & Company,* manufacturers of filter presses, hydraulic presses and special machinery, oxy-hydrogen electrolyzers, describes and illustrates the *Shriver wine filters.* A number of installations in prominent wineries are shown, demonstrating the applications of these filters and their operation.

☐ *Filling machines* for whisky, wines, liquors, and similar still liquids are described and illustrated in a circular now being distributed by the Horix Manufacturing Company, Pittsburgh. A number of models are described including those with automatic feed and discharge, hand feed and automatic discharge and the straight line, bench type.

☐ *"Solutions to Closure Problems,"* issued by *Mundet Cork Corporation,* Brooklyn, N. Y., will prove of definite helpfulness in the selection of the right closure for the truly modern package. Molded closures, shaker tops, corks, crowns and liners are all described and handsomely illustrated in this very attractive brochure. Check the coupon and return to the editors of MIDA'S CRITERION for your copy.

☐ A unique and attractive booklet on *wines and liquors* is being featured by Greig, Lawrence & Hoyt, Limited, wine and spirit merchants, New York, N. Y. On heavy stock, in loose-leaf form, the booklet is the work of the House of William Edwin Budge, with the cover photograph by James McCambridge and woodcuts by Channing Smith. It is being issued in a limited edition and was printed from Baskerville type.

## COUPON TO BE MAILED TO MIDA'S CRITERION

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400 West Madison St.,
Chicago, Ill.

Kindly send to my address the literature which I have checked below:

☐ Chateau Gay, Ltd., "Miracle Mixtures"
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☐ "Tune in For Lower Process Costs"
☐ Mohawk Liqueur Recipe Booklet
☐ Shriver Wine Filters
☐ Filling Machines
☐ "Solutions to Closure Problems"
☐ Wines and Liquors

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*Canadian Whisky 6 years old*

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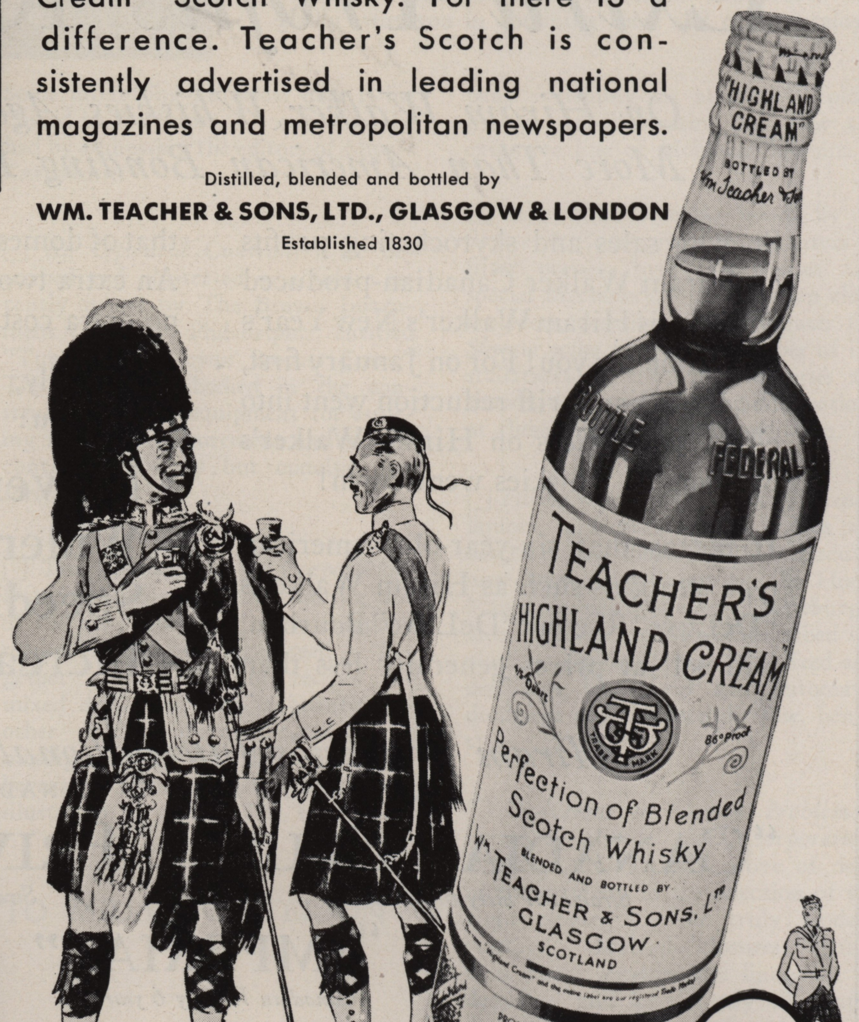
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TEACHER'S HIGHLAND CREAM
Perfection of Blended Scotch Whisky
86° Proof
BLENDED AND BOTTLED BY
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SCOTLAND
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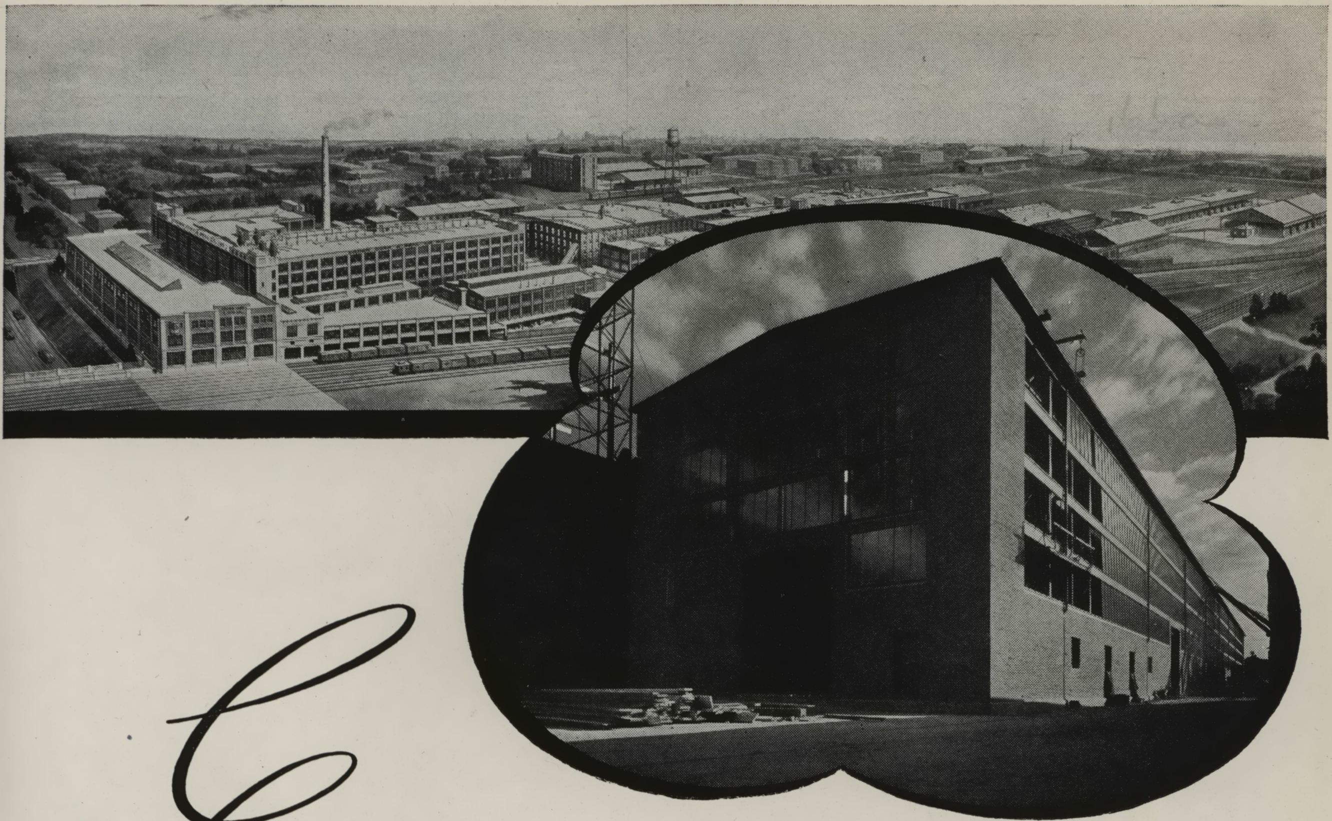
IMPORTERS SINCE 1794

Now available
both in flasks
and in fifths

# TEACHER'S

"HIGHLAND CREAM"

*the Perfection of* **SCOTCH WHISKY**



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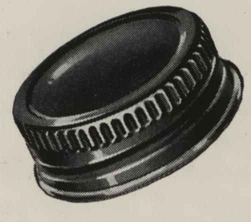

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*A different thread for a better seal*

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**WORLD'S LARGEST MAKERS OF CLOSURES FOR GLASS CONTAINERS**

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## PNEUMATIC SCALE *Bottling Equipment*

# Old Lancaster Distillery

## NELSON COUNTY, KENTUCKY

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## Only **ONE** Quality

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The same percentage of small grains (35%) is used without interruption. Every barrel must be uniform in quality.

Contracts for spring 1936 distillation are now being accepted.

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## INDEPENDENT DISTILLERS OF KENTUCKY

**INCORPORATED**

*Sales Offices:* Penobscot Bldg., Detroit, Mich. *Distillery:* Bardstown, Kentucky

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# ★Advertising must never be at the expense of the retailer's profit!

We believe that advertising should create consumer acceptance and demand but always with regard for the rightful profit of the retailer. We are against using advertising as a club to force you to handle unprofitable merchandise.

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Lewis S. Rosenstiel
*Chairman, Executive and Finance Committee*

# SCHENLEY

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The greatest "buying guide" in the industry is that Schenley Mark of Merit. It's on Schenley products only!

SCHENLEY PRODUCTS CO., INC., EXECUTIVE OFFICES TWENTY WEST FORTIETH STREET, NEW YORK

Mida's Criterion
OF THE WINE AND LIQUOR INDUSTRY

JANUARY, 1936

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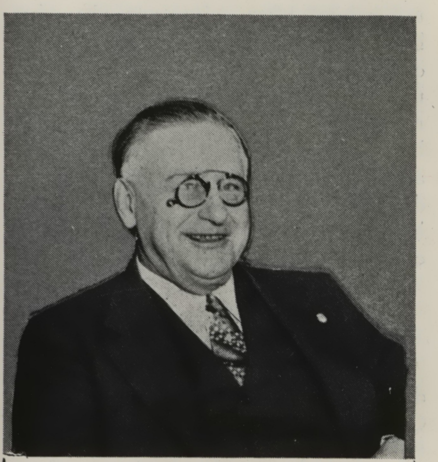


**Mr. George W. Hipple was recently promoted to the position of National Field Sales Manager of Schenley Distributors, Inc. Mr. Hipple was formerly Metropolitan Chicago Sales Manager for Schenley. He is well known in the sales field and his new duties place him in charge of the Schenley School for Salesmen. His work along these lines will undoubtedly aid many liquor salesmen to a finer understanding of their problems.**

# ARE YOU JUST ANOTHER SALESMAN?

### *By GEORGE W. HIPPLE*

IT IS surprising how many people there are in the liquor business who believe they are real salesmen because they make their living selling liquors. Nothing could possibly be farther from the truth; because selling something and being a salesman are worlds apart. The various phases of the liquor business, since repeal, have attracted sales people from all walks of life. But whether it be the clothing, automobile or liquor business, the fundamental principles of salesmanship are still vital, and many liquor men have discovered, to their sorrow, that a working knowledge of these principles is still necessary before success can be achieved.

Salesmanship, to me, has always been a science and a true profession. Regardless of the nature of your work, whether it be teaching mathematics, singing in opera, or just sitting behind a desk pushing a pencil, we are all constantly selling something. To be a good salesman requires a comprehensive knowledge of your wares, be they tangible or intangible, and a comprehensive knowledge of human nature. A glib tongue is no substitute for either of these two fundamental requirements.

A business firm, it has been frequently said, is no better than the men representing it out on the street. This is especially true of the liquor business. If you look behind the sales records of a successful distillery or wholesale liquor house, you will find a well-trained force of salesmen, men who know both their products and the best manner in which to present them to each and every one of their customers. They do not have to refer constantly to their price-lists, either. This habit is perhaps the first and most obvious indication, to a buyer, that the man standing before him is *not* a salesman, but just another order-taker. And there is no doubt whatsoever that the liquor business has had more than its share of order-takers.

During my work as a salesman I have had the good fortune of working under the supervision of several truly great salesmen. One of them once remarked, and he was the kind of man who practiced what he preached: "You can't throw out an insincere thought and expect the man you're trying to sell to catch a sincere one." That statement has been true ever since the first cave man tried to sell a bear pelt to his neighbor; and it is especially true today in this highly competitive business world.

The first thing a good liquor salesman tries to do when calling on the retail trade and taverns is get acquainted with his customer and his customer's particular business problems. He must possess the ability to visualize ways and means of aiding his prospective customer's business lines—buying, merchandising, advertising, appearance of establishment, etc. In other words, he must begin from the very outset to lay a foundation for himself as a friend and counselor. He must be genuinely honest and sincere in his efforts; otherwise the customer will discover soon enough that he is *just another* salesman. It is only upon an honest and sincere foundation of helpfulness and service that a liquor salesman can build the confidence so necessary to achieve the success he is seeking. There is no other formula.

The retailer or tavern keeper that has confidence in you will soon begin to refer to you as "my liquor salesman." You become, in that way, a vital part of your customer's business. He knows that you will not overload him with a particular item, that you will never sell him a case of merchandise of dubious origin or inferior quality. He knows, too, that you have his best interests at heart and that he can depend upon your advice and help. When a liquor salesman can attain this status with his customers, he need have little fear about the future. Price-cutting salesmen, with "special rebates" and "what not," will never be able to "chisel in" on his accounts. The conniving liquor peddler hasn't a leg to stand on in competition with the genuine salesman who has developed a following on the basis of confidence and service.

Every man who is fundamentally honest and sincere has the makings of a first-class salesman in him, even though he has never sold a thing in his life. That may sound contrary to the generally accepted opinion about salesmen, who are supposed to be "smart talkers" in order to be successful. The truly great salesman is no doubt a smart talker, but he also has all the other requirements.

An honest liquor salesman cannot represent a liquor firm that is dishonest and in which he has no confidence himself. He just can't do it and remain true to his own principles. His entire success depends upon how much confidence he can build up for both himself and his house. When a man finds himself representing a company about which he cannot speak freely and honestly, my advice has always been, "clear out!" It always will be.

Sales surveys reveal the interesting information that the average salesman spends only 15 percent of a 24-hour day in actual face-to-face business contact with buyers. You can rest assured that the successful liquor salesman spends a good deal more than 15 percent of his time with his accounts. It is only the order-taker, the man who dashes in and asks, "need anything today?" that gets by with spending so little time in actual business contact. He usually has to "get by" with a very small income, too.

Distillers, rectifiers, wholesalers, importers, and wine producers have spent millions of dollars in plants, warehouses, equipment, and sundry items relative to producing liquors and distributing or servicing their accounts. But the entire structure can frequently topple over because of a lack of real salesmen to properly represent them. Good houses need good salesmen. The reverse is just as true, too. It makes for an infallible combination.

## Cocktail Hour

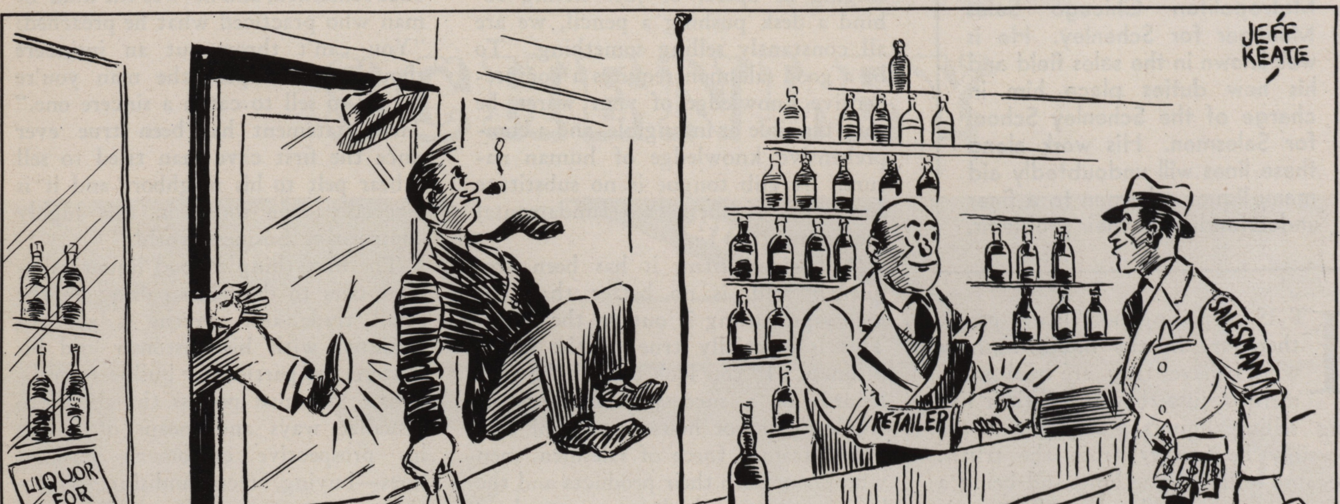
The "cocktail habit" continues to grow steadily throughout the United States, according to Ralph Hitz, well known hotel man and president of the National Hotel Management Company, Inc. Reports of business in the cocktail rooms of the many hotels under his direction have shown, since the first of the year, gains varying from 17% to 30%, he disclosed.

Commenting on the situation, he remarked: "I do not believe that these gains are due to the fact that the individual is consuming more liquor now than previously but that there are greater numbers of people taking advantage of the cocktail hour for social and business purposes. Increasing number of business men seem to feel that this is the most profitable time of day for them."

Attending the growth of the "cocktail habit," Hitz points out, there has been a steadily increasing demand for quality liquor which is evidenced by the increase at his bars in the sale of recognized brands in comparison to little or no gain in the consumption of the lesser known brands. Present-day drinking habits, are better today, he stated, than ever before in this country.

## Pennsylvania Shipments

Frank Rutter, chief of the traffic division of the Pennsylvania Liquor Control Board, this month advised that all shipments to the Philadelphia warehouse of the monopoly should be consigned to Pennsylvania Liquor Control Board, % Merchants' Warehouse, Delaware Ave. and Walnut St., Philadelphia.



# DISTILLERS LOOK FOR BIG 1936

## Leaders in the Industry Predict Increased Sales for Current Year

Distillers look forward to 1936 as the biggest and busiest year since repeal. Without exception among those consulted, they expect the year to be marked by soaring sales of their products. Differing as to the type of sales they will make, as well as to the degree of competition as compared with previous years, they are united in the belief that the blessings of legal liquor will rise to new heights during 1936.

Their expectations of a bright twelve-month period are echoed by the federal government, which also sees in 1936 a banner liquor tax collection year. The General Budget Summary submitted to Congress on January 6 with President Roosevelt's budget message estimates alcoholic beverage taxes in the fiscal year 1936 will yield $503,140,000, as against $411,021,772.35 actually collected during the fiscal year 1935. The estimate for the fiscal year 1937 is $554,800,000, or an anticipated gain of $50,000,000 over 1936.

Friendly relations with wholesalers and retailers will continue to be a mainstay of distillers' merchandising policies in the current year, according to executives interviewed.

LEWIS S. ROSENSTIEL

"I look for a continued increase in business in 1936," stated Lewis S. Rosenstiel, chairman of the executive and finance committee of the Schenley Products Co., in outlining his company's policy for the year. "To only those distilling companies that keep faith with the retailers and with their wholesalers and, naturally, with the public, will this increase in volume go. Today the retailer and the wholesaler are so definitely a part of the business structure that upon their complete cooperation depends the ultimate success of any company. We intend to follow even more carefully than before the policy which has been paramount with us since the inception of this company. We are going to continue to deserve the reputation of being the wholesaler's and retailer's friend. We are going to continue to keep faith with the public."

This viewpoint may be regarded as typical among distillers.

Willard S. Karn, vice president of the Calvert-Maryland Distilling Co., a subsidiary of the Seagram Distillers Corp., said that his company's distributing policies have been satisfactory and no basic changes are expected during 1936 except that the firm will "whever feasible," decrease its number of wholesalers.

"Our experience to date has definitely proven," he explained, "that certain distributors are invaluable. These distributors are geared to do a proper *specialty selling job.* We feel that the usefulness of distributors would be greatly increased if they standardized on their discount policies and refused to deviate from them. Also we should like to see all discounts, especially to bars, terminated."

The rapidly-expanding Oldetyme Distillers, Inc., likewise anticipates no major deviation from past distribution policies, according to K. H. Seidel, advertising manager.

WILLARD S. KARN

However, he pointed out, "there is still a very definite question as to the value of exclusive arrangements as against non-exclusive arrangements in territorial coverage. Much depends upon the individual wholesaler."

There prevails a sharp difference of opinion among distillers as to whether 1936 will witness a stiffening or relaxing of competition. Mr. Seidel, for example, felt that competition would be keener during the present year.

"As domestic whiskies become older and more distillers come into the picture," he averred, "the competition will grow more severe. Frankly, we expect competition to develop in lower-priced, cheap whiskies far more rapidly than among the higher-priced brands."

On the other hand, Mr. Karn said that he anticipates a lessening of competition "due to greater consumer concentration on certain favorite brands. The retailer will not need so diversified a stock, nor will the distributor need so many lines."

Mr. Seidel's forecast was given almost immediate corroboration early this month when the 50% tariff reduction arising from the Canadian trade treaty precipitated

(*Please turn to page* 93)

# THE MANUFACTURER'S REPRESENTATIVE KEY MAN OF THE INDUSTRY

### *He "Carries the Message to Garcia"*

*By Joseph C. Bowman,*
*Distribution Specialist*

IN LOOKING at the picture of the wine and liquor industry as built up in the relatively short period since the repeal of the infamous 18th Amendment, certain things are patent. One thing seen very clearly is that, although wonders have been accomplished, there is still a tremendous amount of work to be done before the industry is properly organized and safeguarded from within against abuses which are bound automatically to play into the hands of its enemies.

## Distribution

Like every other industry in the country, but even more so on account of its youth, is it faced with the problem of distribution under a new economic and social era. Getting preserved sunshine from the winery or the distillery from its source to the table of the ultimate consumer, and insuring its intelligent use thereon, while under the handicaps of constant attacks by fanatics and professional tax gatherers as well as State and Federal Control Systems, is certainly no job to put the boys to work on—it is a man's job if ever there was one.

That the matter of distribution is engaging the very best brains of this great industry at the present time there can be no doubt. Regardless of what methods may be followed in individual cases, the man who looms largest in this picture of the distribution problem is the Manufacturer's Representative. This is true regardless of the basis on which he operates; whether he be a straight-salaried salesman, a commission agent or a combination of the two; whether he represents one manufacturer or a dozen. He is the man between and he can do more to hold this industry on the right track than any other force extant.

It will be accepted as a fact that not only is the industry today entirely different from the days before prohibition but that the men who built the merchandising successes of that period are largely out of the present-day picture. The story-book days of the large "sporty gent" with the red necktie and checkered vest rolling in and inviting everybody in the house to have a drink of his particular brand are OUT, passé, gone, "Raus Mit 'em." The edict of repeal was that from now on this must be a respectable business and we might as well begin with the first step in the distribution chain—the manufacturer's representative.

Let us explore the possibilities of giving proper consideration to this matter which is of such tremendous importance. Probably the best method would be to ask some questions and see what answers we can put down that will make sense.

What considerations should govern the selection of a manufacturer's representative?

The man should be honest, industrious, healthy, temperate and free from home worries. Any man lacking any one of these five simple qualifications would make an unsatisfactory representative for a manufacturer of wine, liquor, spark plugs, banana oil, vaseline, or what have you.

He should be a trained merchandising salesman. If he has had experience in the wine and liquor industry so much the better, but this should not be obligatory. Many of the most successful representatives are still to be drawn from other industries. He must be amply financed, so that he can travel and work without worrying all of the time about meeting his expenses and his family obligations.

## Manufacturer's Duty

What should the manufacturer do for his representative?

First of all there should be a clear understanding with him as to his territory, his compensation and his duties. This should be in the form of a contract signed by both parties or covered in a letter from the manufacturer duly acknowledged by the representative.

He should be equipped with a complete sales presentation in attractive form showing all sales helps such as counter cards, leaflets, banners, calendars, newspaper mats, etc. Sales helps are imperative if a good merchandising job is to be done.

He should answer all correspondence promptly and fully with extra care to comply with requests for cooperative work with the customer and he should send him his check at a predetermined date each month ON TIME. He should supply his representative with calling cards and stationery and make certain that the company's name is properly listed in the telephone book.

## Advertising

He should support his representative with advertising. How? Well! It is very simple if you just follow the rules of logic. His first objective is the wholesaler. You can not have distribution until you get wholesalers handling your product. The wholesaler is considered first, then, in the matter of importance.

The wholesaler is also impressed with what you are going to do to help him sell to the dealer, which is reflected in your dealer advertising. This, of course, is the second step. Then they are both influenced by what you are doing to reach the ultimate consumer. However, you must get wholesaler selling to dealers widely before consumer advertising is warranted. Consumer advertising, unless you have dealer distribution, is practically a total loss except as you may derive pleasure from the flattery which is costing you so dearly. Local consumer advertising, where you have good distribution, is splendid, but beware of going into consumer advertising to get dealers. Go into it to increase their volume. The first two or all three of these steps in advertising can be and frequently are carried on concurrently.

What should the manufacturer expect of his representative? He should expect him to cover his territory consistently and make reports on every worth-while call, with requests for any promotion support desired from the home office. I say worth-while calls, because no representative should be asked to make "weather" reports on conventional good-will calls when there is nothing of importance to report.

He should expect him to report without fail and in full detail all objections to his line which he meets; also news of what his competitors are doing.

He should expect him to work with the wholesalers' organizations and to see that they are fully qualified and prepared to carry on with the dealer, to the end of constantly increasing volume.

He should expect him to build solidly for the future and not to work for immediate volume with the wholesaler at the expense of later unpleasant reactions. Of all businesses in the world, this is one where continued good will and satisfaction mean the most. It is therefore well to look not for the typical "high-pressure" salesman but rather one who exercises "moderate pressure constantly applied." Don't get disqualified for crowding.

He should expect his representative to use discretion in the use of samples placed at his disposal and to cooperate in all movements in his territory designed for the good of the industry as a whole.

## Compensation

How should the manufacturer's representative be compensated?—FAIRLY.

You can not get good work out of cheap men and if you think it does not require good men to accomplish worth-while results in this industry there is a sad awakening coming to you. Competition is getting tough. More good men are coming into this field constantly from other industries. Tremendous advertising appropriations are being released, Verily it is no place for the weakling.

In all probability this industry will follow the prevailing practice in other industries in utilizing the services of a man who represents several other manufacturers; what we usually term a manufacturer's agent. This is sound practice, and particularly economical, since he has several lines over which he can spread his expenses for traveling, etc.

In the long run a representative's compensation is always based on his productiveness, and rightly so. However, there is usually a period going to elapse before his earnings on a purely commission basis will provide fair compensation for his efforts. There are two ways of handling this situation in a manner which is fair to both the manufacturer and the representative. The first is to guarantee the representative a minimum return which will warrant his giving the line the attention it deserves until its volume reaches the point where earned commissions accomplish the same purpose.

The second, and probably the most satisfactory from both sides, is to give the representative an exclusive territorial contract with the provision that it can be canceled only in case he fails to meet predetermined quotas for a period of years. The manufacturer can rest assured of one thing, and that is that he is not going to get something for nothing out of his representatives. If their earnings on your line are not satisfactory you are going to be hurt more than they, because they will simply devote their efforts where the return is better and let you slide. This fact is a proverbial oversight on the part of thousands of manufacturers.

The writer has seen a contract which was offered to a man (in this field, too), with all established accounts in the territory excepted therefrom, the right to change the territory, or rates of commission to be paid by letter or to cancel the agreement on ten days' notice; and they wanted this man to go out and do dealer work. How in the name of the fourteen horns of the seven sacred bulls of India could you expect a good man to operate on that basis? On this important subject of compensation it might be well to let your conscience be your guide to a considerable extent; because you are going to get exactly what you pay for.

Summing up these remarks there are three angles to distribution which should engage your most serious attention: that you get the right representative in his territory for your line; that his compensation for the service which he renders you is fair; that you support him with good advertising properly directed, as well as sales help material. If you have a product which deserves to succeed (and this is up to you, and not your representative) you may be able to work a recipe out of this that will bring home the bacon.

Editor's Note: Another article by Mr. Bowman dealing with the relations between the manufacturer's representative and the wholesaler will appear in the February issue of Mida's Criterion.

▲ ▲ ▲

## Credit Extensions Unlawful

A recent letter addressed to all Massachusetts wholesalers by Hugh J. McMackin, secretary of the Massachusetts Wholesale Liquor Dealers Association, warned that it is now a violation of the state law to extend credit for a longer period than 90 days. Mr. McMackin urged wholesalers in the state to submit the names of retailers owing them money for a longer period to the Massachusetts ABC Commission in Boston. He also cautioned against the practice of giving gifts of wine and liquor. Such gifts are now prohibited by Massachusetts regulations.

The association was scheduled to hold its third annual convention on January 20 at the Hotel Bradford, Boston. A number of amendments to the by-laws have been proposed.

heads call for
Calvert
Clear heads call for
Calvert
WISDOM AFTER DARK!

*Calvert Entry in Window Display Held at Baltimore in November*

# KENTUCKY NEWS LETTER

## *"Right Out of the Tell Box"*

ON December 4, 1935, Governor Ruby Lafoon, of Kentucky, formally issued a proclamation declaring the new repeal amendment to the State Constitution in force, thus doing away with the state dry or prohibition amendment to the constitution, which means that Kentucky is no longer constitutionally dry.

Following the election in November the dry interests of the state proclaimed that the wets had stolen the election. Although the vote showed a majority of over 100,000 in favor of repeal, the drys charged that the state actually voted dry by a similar majority, showing conclusively that the dry element is headed by poor losers, who are not willing to accept a state-wide vote as honest, and who do not stick to the truth in published statements.

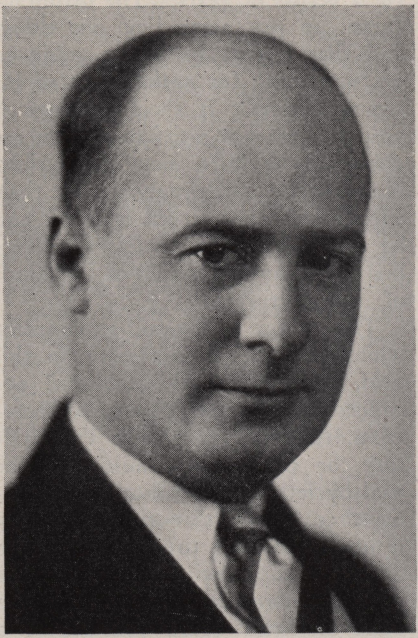
Prior to signing of the proclamation by the Governor the drys had been arguing that they would ask for a ballot recount. There was also a suit brought, charging that only one constitutional amendment could be voted on in one election, whereas there were two at the November election, including the prohibition question and the Old Age Pension matter. However, the lower court as well as Appellate Court declared the appeal amendment sound legally, thus removing the last barrier, and permitting the Governor to issue the proclamation which was attested by Miss Sarah Mahan, Secretary of State.

The next thing in order will be legislation enacted at the present session of the Kentucky Legislature. For the past year and a half the state has been selling liquor at retail under emergency legislation, which will probably be replaced with sounder legislation of a type that will create better rules and regulations regarding handling liquor.

There has been considerable argument in the press of late favoring state stores, but state sales of liquor have proved such a failure in many states and created so much opportunity for political graft, etc., that it is not believed likely that Kentucky will undertake state store sales.

Another problem is the recurring argument of drys and those arguing for more taxes to increase production tax on whisky. Some folks are confusing sales taxes of 50 cents a gallon such as are paid in some states, and are arguing for a production tax of 50 cents a gallon. However, this is plainly ridiculous and confiscatory. Some reasonably sane people, however, are arguing that the 5 cent-a-gallon state production tax should be increased either to 10 or 15 cents, although it is believed that the incoming state administration is too smart to throttle the industry with an impossible tax.

Some of the larger interests such as National and Schenley, have large construction projects pending which will probably be held up until the question of increasing the production tax is settled.



ARTHUR W. WILLIAMS
*Kentucky News Editor*

Distillers, and the liquor industry as a whole, apparently are not opposed to a sales tax on whisky; but to put on a heavy production tax and place Kentucky at a disadvantage in meeting competition of distillers in other states is without rhyme or reason. Of course, the politicians argue that so little of Kentucky's production is consumed within the state that it is necessary to tax the production rather than the sale.

Starting in late October and early November tax payments of Kentucky whisky picked up nicely and with an active bottling demand prices of whisky 10 months to 18 months or older improved materially. Today it is found difficult to find any spring or fall 34's that can be had at easy prices, and spring 35's are becoming more active and at better prices. This has been especially true of January and February productions of 1935, which are now approaching an age where they become active bottling whiskies.

According to several well-posted distillers spring and summer, as well as fall 34's, are going to be so scarce in a few more months that there isn't much prospect of the so-called open market bulk whiskies being available in any quantities when three or four years of age.

A considerable amount of contracting for new whisky has been reported recently and a number of new lease contracts have been made, where the buyers are having whisky made by Kentucky distillers under the buyer's name as a distilling company. Several lease contracts involving from 5,000 to 10,000 barrels or more have been reported recently; also output or partial output contracts for 5,000 to 15,000 barrels. One contract was recently reported involving 15,000 barrels in the next six months with option on 15,000 barrels each in each of the following six months' periods, or 45,000 barrels, tied up if desired.

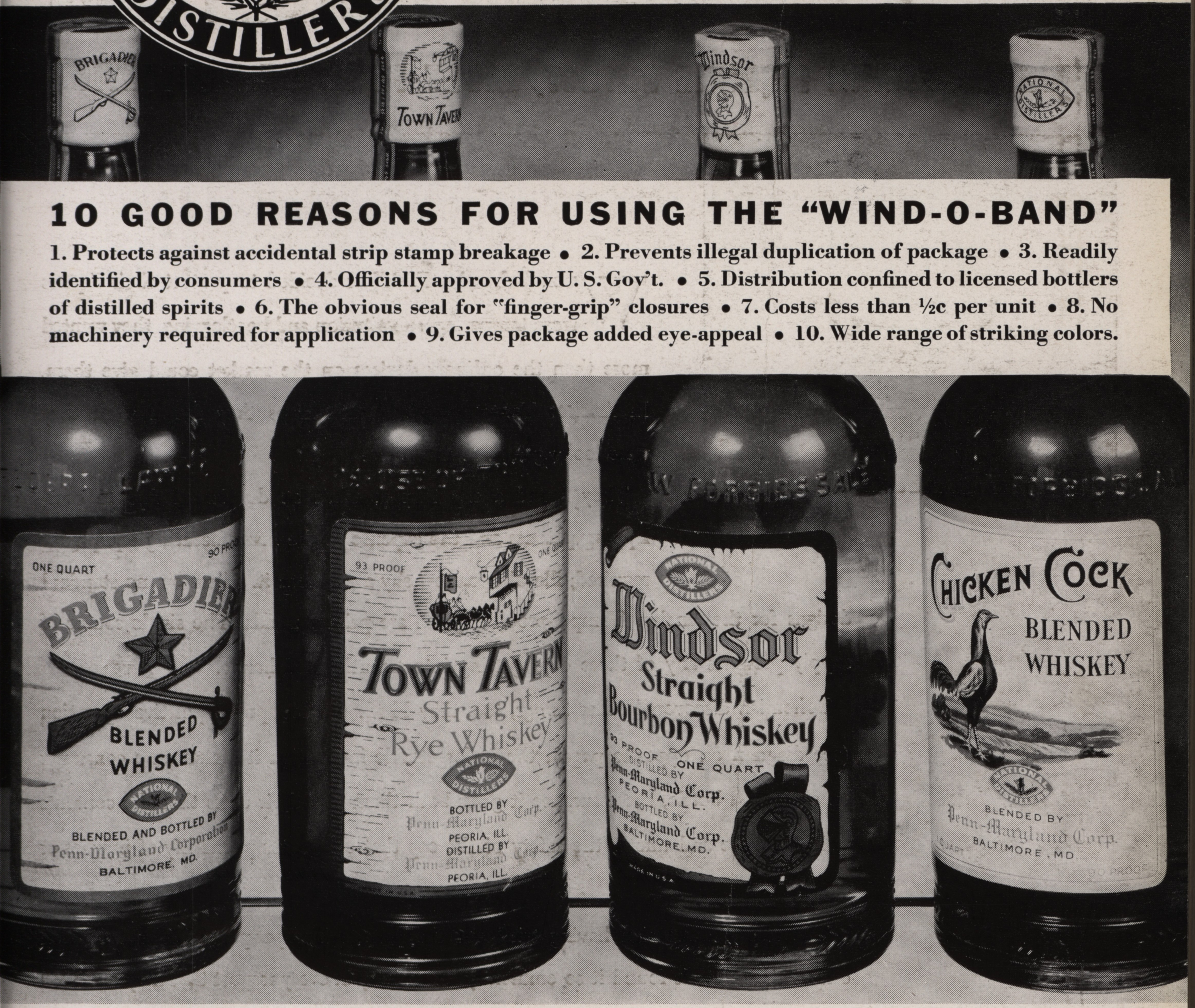
Some of the older companies have sold so much whisky that they are forced to increase capacity or turn away business. At this writing it does not look as if there will be many more plants established for the present, but several of the existing plants are being enlarged and considerable increase in storage capacity is to be noted.

Kentucky production is climbing up rapidly as a result of cold weather, better water supplies, and the fact that a number of plants that were on a light summer schedule are back on full time. Still others are cutting in just as fast as water supplies make it possible. Prices on new whisky are now holding rather firmly and, with demand as it now is, there is not much indication of any change.

Art.

# NATIONAL DISTILLERS *uses* WIND-O-BAND *Seals*

TRADE-MARK


BRIGADIER
TOWN TAVERN
Windsor
NATIONAL DISTILLERS
ONE QUART
90 PROOF
BRIGADIER
BLENDED WHISKEY
NATIONAL DISTILLERS
BLENDED AND BOTTLED BY
Penn-Maryland Corporation
BALTIMORE, MD.
93 PROOF
ONE QUART
TOWN TAVERN
Straight
Rye Whiskey
NATIONAL DISTILLERS
BOTTLED BY
Penn-Maryland Corp.
PEORIA, ILL.
DISTILLED BY
Penn-Maryland Corp.
PEORIA, ILL.
NATIONAL DISTILLERS
Windsor
Straight
Bourbon Whiskey
93 PROOF ONE QUART
DISTILLED BY
Penn-Maryland Corp.
PEORIA, ILL.
BOTTLED BY
Penn-Maryland Corp.
BALTIMORE, MD.
MADE IN U.S.A.
CHICKEN COCK
BLENDED
WHISKEY
NATIONAL DISTILLERS
BLENDED BY
Penn-Maryland Corp.
BALTIMORE, MD.
90 PROOF

## 10 GOOD REASONS FOR USING THE "WIND-O-BAND"

**1. Protects against accidental strip stamp breakage • 2. Prevents illegal duplication of package • 3. Readily identified by consumers • 4. Officially approved by U. S. Gov't. • 5. Distribution confined to licensed bottlers of distilled spirits • 6. The obvious seal for "finger-grip" closures • 7. Costs less than ½c per unit • 8. No machinery required for application • 9. Gives package added eye-appeal • 10. Wide range of striking colors.**

NATIONAL DISTILLERS protects each of these four packages with WIND-O-BAND. This unique seal is peculiarly well suited for use with the "finger-grip" type of cork closure. Notice the brand names on the four seals; no counterfeiter has been able to duplicate successfully our secret, patented process for impregnating (not printing) your name or trade-mark right *in* the seal itself . . . The WIND-O-BAND also provides the many additional advantages outlined in the panel above. Write us for full information and samples.

DU PONT

REG. U. S. PAT. OFF.

## CEL-O-SEAL

REG. U. S. PAT. OFF.

**"CEL-O-SEAL" DIVISION, DU PONT CELLOPHANE COMPA**
**EMPIRE STATE BUILDING, NEW YORK CITY**

*Also Distributed By*

**ARMSTRONG CORK PRODUCTS CO.**
*Closure Division*

Lancaster, Pennsylvania
Pittsburgh, Pennsylvania
Chicago, Illinois

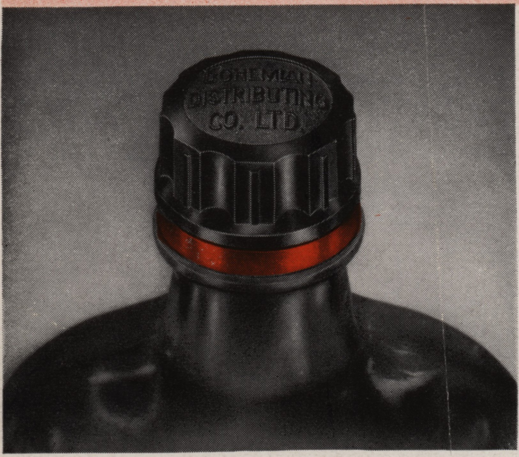
Philadelphia, Pennsylvania
Cincinnati, Ohio
St. Louis, Missouri

Boston, Massachuse
Detroit, Michigan
Atlanta, Georgia

**I. F. SCHNIER CO.**
683 Bryant St., San Francisco, California
1340 E. 6th St., Los Angeles, Califor
1518 1st Avenue South, Seattle, Washington

# ANCHOR *Tamper-proof* MOLDED CAPS

## GIVE BOHEMIAN LIQUORS SAFEST, MOST POSITIVE PROTECTION



When Bohemian Distillers decided to protect their liquors from tampering, substitution and bootlegging, they wanted more than the ordinary devices on the market could give them. In Anchor Tamper-proof Molded Caps they found what they were looking for . . . and more.

They found a cap that couldn't be duplicated due to overlapping patents and the expense of the manufacturing equipment required; illegal operators shy away from it. There are no standard designs for the Anchor Tamper-proof Cap; all are private molds. The single source of supply prevents any of these caps getting into unauthorized hands.

Bohemian discovered other things, too, they liked: the fool-proof, positive operation (see diagram on opposite page), the unforgettable impression it makes on a consumer on opening a bottle, the assurance it gives both them and their users that the contents arrive genuine and uncut, the safety of the cap that eliminates possibility of injuries or damage suits.

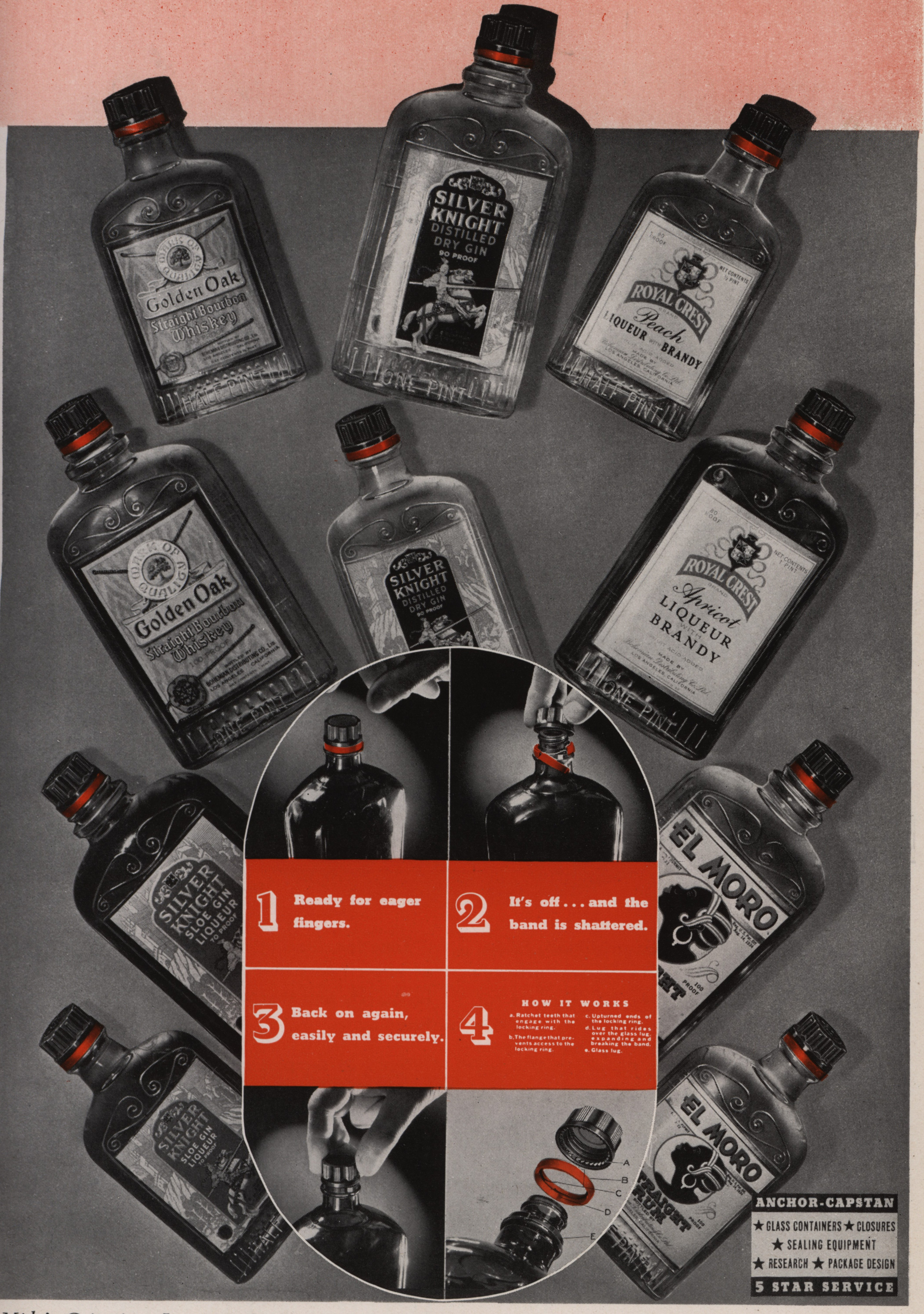
The result: Bohemian having tried out the Anchor Tamper-proof Molded Cap on one of their brands found it so eminently satisfactory in every respect that they extended its protection to others, thereby preventing not alone losses of sales but the more serious losses of reputation and good will.

You, too, can gain these advantages—plus the same sure dependable leak-proof sealing results characteristic of all Anchor Molded Caps—and plus a most striking, handsome and distinctive appearance, one that is an effective advertisement of quality and a powerful incentive to sales. All at a most reasonable cost, probably far less than you would expect! Write for complete information and samples.

**ANCHOR CAP & CLOSURE CORPORATION**

LONG ISLAND CITY, N. Y. • TORONTO, CAN.

*Branch Offices:*—ATLANTA • BALTIMORE • BOSTON • CHICAGO • CINCINNATI • CLEVELAND
DENVER • DETROIT • HOUSTON • LOS ANGELES • LOUISVILLE • MONTREAL • NEW YORK
PHILADELPHIA • PITTSBURGH • ROCHESTER • ST. LOUIS • SAN FRANCISCO • SEATTLE • TORONTO


Golden Oak
Straight Bourbon Whiskey
HALF PINT
SILVER KNIGHT
DISTILLED DRY GIN
90 PROOF
ONE PINT
ROYAL CREST
Peach
LIQUEUR WITH BRANDY
Golden Oak
Straight Bourbon Whiskey
ONE PINT
ROYAL CREST
Apricot
LIQUEUR WITH BRANDY
SILVER KNIGHT
SLOE GIN LIQUEUR
EL MORO
EL MORO
STRAIGHT RUM
A
B
C
D
E

**1** Ready for eager fingers.

**2** It's off . . . and the band is shattered.

**3** Back on again, easily and securely.

**4** HOW IT WORKS

a. Ratchet teeth that engage with the locking ring.

b. The flange that prevents access to the locking ring.

c. Upturned ends of the locking ring.

d. Lug that rides over the glass lug, expanding and breaking the band.

e. Glass lug.

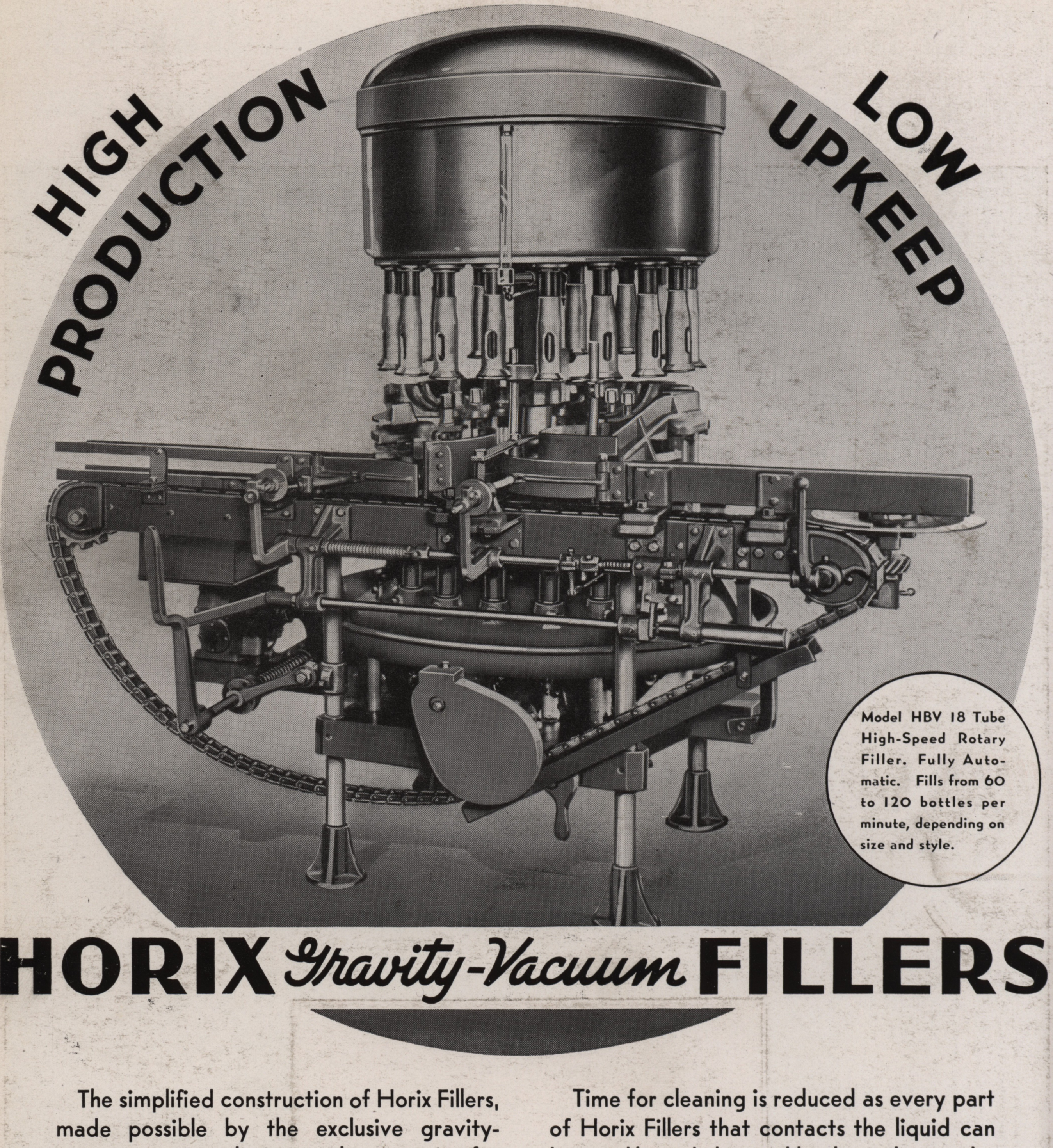
**ANCHOR-CAPSTAN**

★ GLASS CONTAINERS ★ CLOSURES
★ SEALING EQUIPMENT
★ RESEARCH ★ PACKAGE DESIGN

**5 STAR SERVICE**

## HIGH PRODUCTION

## LOW UPKEEP



Model HBV 18 Tube High-Speed Rotary Filler. Fully Automatic. Fills from 60 to 120 bottles per minute, depending on size and style.

# HORIX *Gravity-Vacuum* FILLERS

The simplified construction of Horix Fillers, made possible by the exclusive gravity-vacuum system, eliminates the necessity for sensitive checks, valves and overflow systems, and reduces moving parts to a minimum. This accounts for the high speed and uniform crystal clear fills without drip or waste, that have made Horix Fillers so popular with leading distillers everywhere.

Time for cleaning is reduced as every part of Horix Fillers that contacts the liquid can be quickly and thoroughly cleaned, even by brushing.

Send us samples of your containers and production requirements and we will gladly submit recommendations. There's a Horix Filler to meet your particular requirements.

***Speed up your production by using Horix Fillers and Work Tables.***

**HORIX MANUFACTURING COMPANY**
*Corliss Station, Pittsburgh, Pa.*

# AN ADVERTISING MAN LOOKS AT THE WINE BUSINESS

*By S. J. Hill*

THOSE WHO SELL WINES ARE SEEMINGLY UNAWARE OF THE WINE INDUSTRY'S ADVANCES

A CONSIDERABLE amount of money and time has been spent during the past 50 years by producers of wine, equipment manufacturers, chemists, and yeast experts in studying the chemistry, technology, and general vinification problems involved in the production of wines. A great deal of progress has been made in furthering the solution of the many problems in the industry which have been quite troublesome in the past. The average wholesaler in the liquor business today is unacquainted with the work which is being done by research chemists in the field of wine production. Few possess even a fundamental knowledge of the chemistry of wines. This is equally true of his salesmen, the retailer, the tavern owner, and the bar attendant.

It is foolish to assume, of course, that the automobile salesman, or any other commodity salesman, must be an engineer, a chemist, or an expert before he can successfully conclude a sale. It is true, however, that the buying public *is* interested, vitally so, in the manufacturing processes and advancements made in the thousands of commodities on the market today. Whether it be automobiles, radios, or wines, the sale is more easily made if the salesman is equipped to furnish the buyer with vital technical information regarding improvements, etc. Can you imagine a radio salesman failing to stress all the latest technical improvements in his particular set, especially those which last year's models did not possess? You cannot. It is his strongest selling point.

Yet the wine or liquor salesman, representing either a wholesale establishment or a retail outlet, will neglect entirely this vital selling information. He will talk about quality and taste, yet he cannot back up his statements with cold facts. The neglect of such important technological information as a vital selling factor in the wine business is perhaps directly traceable to the vintners themselves.

The producers, whether they be those of Europe or the United States, have stressed the antiquity of their houses, the past reputations of their establishments; yes, and many have even emphasized the old-fashioned methods they still employ in making wines. This is all well and good. The average person prefers, however, when he thinks of it at all, to buy things which have been made by people who have had sufficient experience in the business. But he also likes to buy things which are made *better* than they were in the past, and in the most modern and scientific manner. To disregard this in selling is to stagnate; in sales, at any rate.

The vintner may say that wine is a natural product. Man helps it along, somewhat, but nature must take its course. Good healthy stocks, plenty of warmth and sunshine, enough rainfall, and freedom from sudden frosts and diseases—all these factors play a very important part in the production of good wines. Experienced workers at harvest time, experience in preparing the must, knowledge of temperature control during fermentation, the proper care in fortifying the must (in sweet wines), care in aging and storing—all these are also very essential in the making of a wine of taste and quality. But quality *alone,* in America, will not sell wines. Perhaps that is already apparent to most American producers of wines. They will no doubt continue for some time yet, as they have since the repeal of the 18th Amendment, to place the blame upon the American consumer for not possessing the ability to purchase and consume all the wine this country is capable of providing. Although they have in their own fields, laboratories and wineries one of the greatest *talking points* for use in the promotion of wine consumption, they have made little use of it to date and are apparently satisfied to accept the easiest answer to the problem, that of underconsumption.

The promotion of wine sales needs serious revamping. The producer cannot long remain aloof. He must delve into the business of selling his wines, and assisting the wholesaler and retailer to sell them, by first acquainting himself with the promotional methods of other industries. Perhaps the outstanding example today of the employment of sound, effective promotional methods is the American radio industry. Foremost as a factor in promoting the sale of radios is the vast amount of attractively presented *technical* material served to the buyer through newspapers, magazines, billboards, and numerous other media. The research radio-technician has been very busy these past few years. So, too, has been the research chemist in the field of wine production. But the buying public never hears about the advancements made by the latter.

The time is ripe for the vintner to begin dispelling the myth that his wine "just growed, like Topsy." Nothing is farther from the truth. People who occasionally drink wine at meal time and as an after-dinner dessert beverage, as well as those who do not use wine at any time, are all open to the powerful appeal which a well-planned, modern scientific advertising campaign on wines would surely create. The modern individual is science-minded and a little technological information, properly dramatized, will go a long way toward making a favorable impression with him. If he demands scientific explanations about the products he buys, why not give it to him?

The limitations which the Federal regulations impose upon alcoholic beverages are perhaps somewhat of a hindrance in exploiting wines as a food commodity. But there are still many phases concerning the modern developments in wine production which can be freely used, and to very good advantage.

If the wine producing industry is to catch up to other American industries during the next five or ten years, a very serious educational campaign will have to be inaugurated very shortly. Information about types of wine, proper glassware, and what to serve with fish, steaks, etc., is important, but it represents only the basic details about wine consumption upon which the vintner should build a sturdier structure.

Editor's note: In next month's issue Mr. Hill will discuss some of the important technical matters about wine production which lend themselves readily to the type of modern, scientific promotion which he believes the wine industry should undertake.

651972

# Reciprocal Tariff

A reciprocal tariff agreement with France which would reduce the American tariff on brandy, wines and cordials is expected in informed circles at Washington to be consummated within the near future, possibly by February 1.

This date has already become significant for the liquor industry, since on it the 50% slash in our duty on imported gin becomes effective. The reduction was effected through a trade treaty with the Netherlands which was signed late in December. The Holland agreement makes no distinction between Holland and London types of gin and, since the most-favored-nation principle is recognized by it, all countries exporting gin to this country will benefit by the $2.50 tariff cut. As pointed out in last month's issue of this magazine, where the pending reduction in the tariff on gin was first reported in the trade, Great Britain will be the greatest beneficiary of this phase of the Netherlands treaty.

The pact also provides a tariff concession of interest to cordial manufacturers in the United States. Under it, the rates on high alcoholic content flavoring extracts used in the preparation of cordials and liqueurs are reduced from an ad valorem equivalent of 116% to 86%.

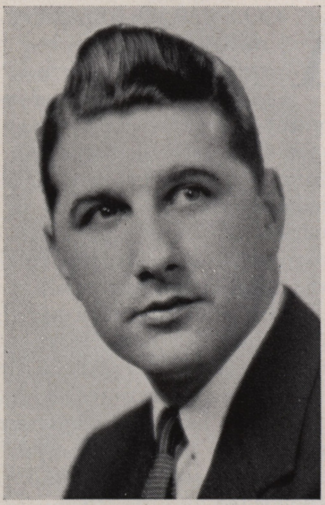
How the gin tariff reduction will affect the domestic market for that product remains to be seen. Much will depend upon the reaction of the consuming public, of course. Will it be willing to pay 50 cents a fifth more for imported Holland or London gin, or the difference in price resulting from the new tariff schedule? A factor to be considered in searching for an answer is that several English and Dutch formulas are being employed in newly-constructed distilling plants in the United States as a means of avoiding the tariff altogether. This fact is being constantly publicized by the concerns involved and it can be expected that it will be broadcast even more widely in the future.

On the other hand, it must be remembered that class retail outlets, such as hotels, clubs and more or less exclusive resorts, will want to capitalize on their ability to serve genuine imported gin in their cocktails. With the tariff lower, they may be able to do so without additional charge—or with an extra nickel on each cocktail at the outside.

The reason the February 1 date was selected for possible consummation of the treaty with France is that President Roosevelt has fixed it as the deadline. As it stands now, should France fail to agree upon the treaty, the terms of which have been negotiated for several months, by the first of next month, then she will lose all the tariff benefits arising from the 10 reciprocal treaties now in effect. Because the State Department regards France, like Germany, as one of the nations discriminating against us in trade, she has been presented with the alternative of entering into a trade pact or of being excluded from the benefits of other agreements.

Should there finally be a duty cut the reduction will be extended to all countries except Germany.

## A COMMENT ON LEE W. MIDA'S DECEMBER EDITORIAL *"A CALL TO ARMS"*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**D. C. Exclusive Retail Liquor Dealers' Association**
829-831 WOODWARD BUILDING
WASHINGTON, D. C.

January 2, 1936.

**Mr. Lee W. Mida**
**Editor in Chief**
**Mida's Criterion**
**400 W. Madison Street**
**Chicago, Illinois**

**Dear Mr. Mida:**

The article, "A Call to Arms," which appeared in the December issue of Mida's Criterion, deserves a considerable amount of praise. If the persons, throughout the United States, who are familiar with this industry were to give your article the consideration it deserves, much of the tension being caused by the fanatical dry element would undoubtedly be quashed.

Personally, I do not believe that it was foreseeable to those persons affiliated with this industry that the drys would even attempt a comeback within so short a period of time after the repeal of the 18th amendment. There must be some definite reason for this unreasonable attempt to dry up the District of Columbia. A careful study of the method by which most jurisdictions are dispensing alcoholic beverages will more or less bear out the facts as to why the drys believe that they now have a chance to awaken the country as to the abusive manner in which liquor is being dispensed throughout the country. Propaganda, whether it be true or untrue, can do more to disrupt any condition if it starts out with sufficient force behind it.

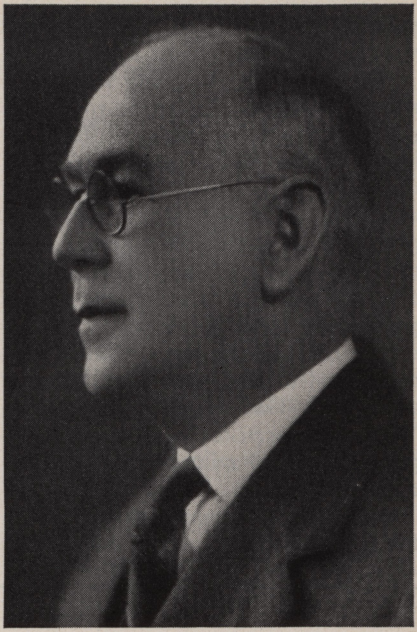
The D. C. Exclusive Retail Liquor Dealers' Association, an organization whose members dispense nothing other than alcoholic beverages, are doing everything within their power to teach the public the use of spirits in a moderate form. However, regardless of how far we go in that direction, it will never tend to cure the evils which have already found their way into the industry. There is no need or reason why a drug store or a store that sells milk for babies should keep on the same counter distilled spirits. That fact, in and of itself, seems to be more abusive in the dry forces than the dispensation of distilled spirits. This is a problem that must be cured if the liquor industry is to endure.

I desire to call these facts to your attention in order that you may realize that the persons in the District of Columbia who actually have a considerable amount of investment at stake, are willing to cooperate in every possible manner to see that the intent and purpose of the liquor laws of both the United States and of the District of Columbia are carried out to the fullest extent.

Very truly yours,

MANUEL J. DAVIS
General Counsel

# CALIFORNIA'S 1935 GRAPE AND WINE PRODUCTION



H. F. STOLL

*By H. F. Stoll*
***Pacific Coast Editor***
MIDA'S CRITERION

WITH STATISTICS COMPILED BY GERALD G. PEARCE WINE INSTITUTE ECONOMIST

SLOWLY, but surely, the California wine industry is staging a real comeback. During the past year effective legislative work has been done in Congress and in the various state legislatures and, as a result, taxes have been reduced, restrictions have been liberalized, new avenues of distribution have been opened up, and the quality of our wines has been standardized. From now on, with proper merchandising methods and a comprehensive educational campaign, consumption should be increased materially during 1936.

While the great demand has been for California sweet wines, it is evident that dry wines are beginning to be appreciated. During the holiday season, particularly, there was a decided call for California dry red and white wines. This is true also of our brandies, which are gaining in popularity every day.

A large part of the foreign population is still making its own dry wine, principally red; but a new element is beginning to enjoy our dry wines, the younger generation which at first shied away from our Claret and Burgundy and Riesling and Chablis, declaring them too tart and sour. Sweet Sauterne, on the other hand, has appealed to the younger element, particularly the women, because of its sweetness. However, gradually, these young people are finding that our dry wines harmonize better with food than any other beverage; and so they are beginning to use them.

The only "fly in the ointment" is disastrous price cutting. As a result neither the manufacturer nor the jobber and distributor know what to expect from month to month. There is little coordination in the sales program. This is a vital problem, and some sane solution must be worked out if the industry is to be prosperous.

The 1935 vintage season was full of difficulties for the grape growers and the winemakers. A series of untoward circumstances cropped up from month to month that upset all plans. There was nothing for the producers and manufacturers to do but take it on the chin and smile, although there were times when they would have liked to swear a blue streak.

First of all were the abundant winter and spring rains that led everyone to predict a bounteous crop. There was little or no spring frost, but cool weather retarded the blossoming. The season was from ten days to two weeks late. Grapes were slow in maturing and in many districts the sugar content of the grapes was low. This delayed winery operations and resulted in the shipment out of the state of early grapes that were none too ripe.

In September the crushing season got under way in real earnest, but in October, before the bulk of the crop could be harvested, unwelcome rains damaged a considerable tonnage on the vines and caused further delays in picking and crushing. The final blow fell in November when early frosts brought the winemaking season and the shipping season, too, to an abrupt ending; although the distilleries continued to operate into December and used a large tonnage of cheap grapes for the making of brandy.

It was a disastrous season for the grape growers who, after all, are the backbone of the industry. They started out full of hope but wound up taking anything they could get for their damaged grapes which toward the end of the season, were not

GERALD G. PEARCE

wanted at any price. The wineries were full to their utmost capacity.

Before the next crushing season arrives, efforts must be made to devise plans that will insure a market and living prices for the growers. They cannot be expected to produce grapes at a loss. Not only did they receive poor returns from the winemen, but the grapes shipped East also spelled disaster; partly because the early grapes rolled did not have the necessary sugar but, later, because the rains spoiled the grapes for Eastern shipment. Those in the San Joaquin Valley who persisted in shipping wine grapes after the rains received largely red ink.

Because many growers found it difficult to sell their tonnage to advantage last year, a number of new cooperatives will come into existence, so that rain or shine they will have an outlet for their crops. Already a half dozen groups are organizing in different parts of the state where the growers suffered most. They intend to put up wineries or utilize some that are available. If they can sign up the necessary tonnage, they will have no difficulty being financed. Considerable equipment and supplies will be needed in order to get their plants ready to operate when the 1936 vintage opens.

Gerald G. Pearce, the Wine Institute's Economist, has prepared a statistical picture of the grape and wine situation in five tables that tells the story at a glance. According to his preliminary estimates about 775,000 tons of grapes were used during the past vintage for wine and brandy making. Approximately 43,000,000 gallons of sweet wine was made and 17,000,000 gallons of dry wine. The brandy production will run somewhere about 3,500,000 gallons. This tops all records for wine and brandy production in California.

In 1934, the total production of wine was 48,557,000 gallons, of which 21,857,000 gallons was dry and 26,700,000 sweet. In 1933 our wineries made 54,453,000 gallons—34,269,000 being dry and 20,185,000 sweet.

The grape-bearing acreage in California today is 501,682 acres, of which 183,295 acres are wine varieties, 87,635 table varieties and 230,752 raisin varieties.

The total crop of grapes produced in California last year from this vast acreage was 2,065,000 tons. It was distributed as follows: 416,000 tons were shipped East in the form of table grapes, wine grapes intended for the householder, and raisin grapes, largely Muscats, also for winemaking. We have already mentioned the 775,000 tons crushed by the 750 wineries in California. There were 32,000 tons utilized in California for table use and winemaking in the home. 800,000 tons were dried into raisins. On December 1, some 60,000 tons of table and raisin grapes were left on the vines, but some of this tonnage has undoubtedly been crushed since to produce brandy.

Of the tonnage shipped outside the state, 158,000 tons were wine grapes, 60,000 tons Muscats and 198,000 tons table grapes. Many people predicted that, when repeal came, wine grape shipments across the continent to the big cities with the large foreign population would collapse, but this has not occurred. In 1933 we sent out 13,108 carloads of black and white juice grapes and in 1934, 13,054 cars; while last year the shipments increased to 15,424, which proved to be a mistake. The growers made money on their shipments in 1933 and 1934, but the 1935 season ended in red ink.

In 1934, the limited shipments of 1934 cars of high-sugared Muscats brought excellent prices. This encouraged growers to look to the East for an outlet for their surplus Muscats. But the market apparently was not able to absorb 4,095 cars of this variety. This leads one to wonder what will be the fate of the Muscat growers' next vintage. All through 1934 and 1935 there was a shortage of Muscat wine. As a result, a large

TABLE I

Bearage Acreage of California Grapes, by Classes
Average 1925-1929 and 1930-1935.

| Year | Total All Classes | Wine | Table | Raisin |
|---|---|---|---|---|
| | Acres | | | |
| Av. 1925-29 | 622,923 | 169,232 | 127,358 | 326,332 |
| 1930 | 549,862 | 191,668 | 109,606 | 248,578 |
| 1931 | 530,758 | 187,649 | 99,957 | 243,152 |
| 1932 | 525,040 | 187,092 | 99,571 | 240,377 |
| 1933 | 504,552 | 182,514 | 88,923 | 233,115 |
| 1934 | 499,186 | 181,578 | 87,278 | 230,330 |
| 1935 | 501,682 | 183,295 | 87,635 | 230,752 |

TABLE II

Grape Production, by Classes
Average 1925-29 and 1930-1935.

| | Total | Wine | Table | Raisin |
|---|---|---|---|---|
| | (1,000 tons) | | | |
| 1925-1929 | 2,155 | 436 | 423 | 1,296 |
| 1930 | 2,181 | 486 | 388 | 1,307 |
| 1931 | 1,320 | 316 | 229 | 775 |
| 1932 | 1,926 | 388 | 317 | 1,221 |
| 1933 | 1,660 | 420 | 270 | 970 |
| 1934 | 1,700 | 476 | 346 | 878 |
| 1935* | 2,065 | 530 | 367 | 1,168 |

*November 1, estimate reported by Kaufman and Blair.

TABLE III

Grapes Crushed in the Production of Wine and Brandy, by Classes, 1931-1935

| | Wine Tons | Table Tons | Raisin Tons | Total |
|---|---|---|---|---|
| 1931* | 26,000 | 4,000 | 4,600 | 34,600 |
| 1932* | 60,000 | 27,000 | 12,000 | 99,000 |
| 1933* | 260,000 | 104,000 | 80,000 | 444,000 |
| 1934* | 301,000 | 139,000 | 90,000 | 530,000 |
| 1935** | 362,000 | 135,000 | 260,000 | 757,000 |

*Federal-State Crop Reporting Service, 1931-1934.
**The year 1935 is a preliminary forecast.

TABLE IV

Interstate Grape Shipments* from California to Points East and Delivered-Auction Prices,* by Classes, 1921-1935

| | Table Varieties† | | Wine Varieties | | Muscats | | Shipments of** other States. |
|---|---|---|---|---|---|---|---|
| Crop Year | Shipments Cars | Price per Package Dollars | Shipments Cars | Price per Package Dollars | Shipments Cars | Price per Package Dollars | Shipments Cars |
| Av. 1921–1924 | 20,550 | 1.70 | 17,450 | 2.04 | 6,675 | 1.27 | 10,666 |
| 1925-1929 | 27,193 | 1.27 | 25,829 | 1.40 | 12,761 | .98 | 8,467 |
| 1930 | 25,196 | 1.22 | 27,468 | 1.07 | 8,221 | 1.06 | 5,730 |
| 1931 | 18,045 | 1.44 | 15,917 | 1.13 | 2,727 | 1.18 | 7,169 |
| 1932 | 15,420 | 1.13 | 17,348 | 0.87 | 6,212 | 0.76 | 4,032 |
| 1933 | 13,830 | 1.29 | 8.968 | 1.06 | 3,934 | 0.99 | 2,722 |
| 1934 | 15,867 | 1.43 | 10,344 | 1.08 | 2,000 | 1.11 | 1,881 |
| 1935 | 13,816 | 1.22 | 11,234 | 1.02 | 4,136 | 0.94 | 1,884 |

*Shipments, through November 22; prices through November 9.
**Includes inter and intrastate.
†Grapes classed according to principal purpose for which used. Table includes some Thompson Seedless. Muscats primarily Juice Stock.

TABLE V

Estimated Grape Distribution and Utilization, by Classes, 1935

| | Total | Wine | Table | Raisin |
|---|---|---|---|---|
| | Tons | | | |
| Shipped East | 416,000 | 158,000 | 198,000 | 60,000 |
| Crushed in California | 757,000 | 362,000 | 135,000 | 260,000 |
| Used in California* | 32,000 | 10,000 | 4,000 | 18,000 |
| Surplus, left on vine† | 60,000 | ...... | 30,000 | 30,000 |
| Dried (Raisins) | 800,000 | ...... | ...... | 800,000 |
| Total | 2,065,000 | 530,000 | 367,000 | 1,168,000 |

*Sold for consumption either for fresh table consumption or home winemaking.
†As of December 1, 1935. Probably balance on vines will be crushed to produce additional brandy.

## California Cooperative Crop Reporting Service's Summary of Production and Farm Value of Grapes in California for 1933, 1934, and Preliminary Estimates for 1935

| | | Total Production | Production of Value | Unit | Farm Value | |
|---|---|---|---|---|---|---|
| | | | | | Per Unit | Total |
| GRAPES—**Wine** varieties | 1935 | 530,000 | 530,000 | Tons | 11.60 | $6,148,000 |
| | 1934 | 476,000 | 476,000 | Tons | 14.75 | 7,021,000 |
| | 1933 | 420,000 | 420,000 | Tons | 19.75 | 8,295,000 |
| GRAPES—**Table** varieties | 1935 | 367,000 | 343,000 | Tons | 14.80 | 5,076,000 |
| | 1934 | 346,000 | 346,000 | Tons | 22.55 | 7,802,000 |
| | 1933 | 270,000 | 267,000 | Tons | 14.80 | 3,952,000 |
| GRAPES—**Raisin** varieties (Marketed fresh) | 1935 | 464,000 | 464,000 | Tons | 11.50 | 5,336,000 |
| | 1934 | 194,000 | 194,000 | Tons | 20.00 | 3,880,000 |
| | 1933 | 190,000 | 190,000 | Tons | 17.30 | 3,287,000 |
| DRIED RAISINS | 1935 | 176,000 | 176,000 | Tons (Dry) | 55.80 | 9,821,000 |
| | 1934 | 171,000 | 171,000 | Tons (Dry) | 64.00 | 10,944,000 |
| | 1933 | 195,000 | 195,000 | Tons (Dry) | 57.40 | 11,193,000 |

gallonage of Muscat wine was made last fall. Today there is no shortage and the prospects are that in 1936 the production of Muscat wine will be less. In that case, what will these growers do with their Muscats which were originally planted for raisin purposes? The raisin outlook does not justify the drying of the entire Muscat production.

Zinfandel shipments East in 1935 were 3,120 carloads as compared with 2,485 cars the previous year. Alicante Bouschets totaled 4,381 cars, or about 75 cars less than in 1934. The shipment of Carignanes, on the other hand, was 2,345 cars as compared with 2,135 in 1934.

These three black varieties and the Muscats represented over 13/15 of the 1935 movement of wine grapes across the continent. Two-thirds of the 15,424 cars originated in the San Joaquin Valley counties.

Until economic conditions substantially improve, there is not much likelihood that any great acreage of wine grapes will be set out in California. The nurseries report that the stocks most in demand for this year's planting are the finer white and black wine grape varieties. Some of the orders now being filled were given last January largely by wineries that wanted to be sure they could secure the choice stock they desired.

Despite all the difficulties encountered last year and the problems that still face the growers and winemakers, most of the leaders are optimistic about the future of the industry. They realize that it is going to take several years of readjustment of supply, demand and prices before the industry will settle down to a stable basis; but each year finds them in better shape and it is believed that during 1936 real progress will be made in increasing consumption and devising some reasonable sales program.

▼ ▼ ▼

### Largest Wine Barrel

The largest wine barrel in the world, built in 1802 as the result of a wager, is falling to pieces on the estate of Count Esterhazy in Budapest because no practical use for it can be found.

The barrel has a capacity of 2,150 buckets of wine.

▼ ▼ ▼

### Wine Identification

Bonded wineries need no longer identify wines purchased from others with the letters "P W" in their monthly reports on Form 702, Stewart Berkshire, deputy commissioner of internal revenue, ruled this month.

▼ ▼ ▼

### Roma

The Roma Wine & Liquor Co., of Baltimore, Md., has taken larger quarters at 310 W. Pratt St.

▼ ▼ ▼

### New York Wine Ruling

Chairman Edward P. Mulrooney of the New York State Liquor Authority has ruled that, due to federal law prohibiting mixing of drinks in advance of actual orders at retail establishments, on-premise outlets could not prepare May wine under the accepted formula in quantities.

Recognizing the drink as "delightful," the commissioner held that "regrettably for all concerned there does not seem to be any way in which the federal and state laws can be circumvented so as to permit the preparation of this beverage."

▼ ▼ ▼

### "Miracle Mixtures"

Aware that there is abroad in the land the impression that champagne is either taken straight for the most part, or not at all, Chateau Gay, Ltd., of Lewiston, N. Y., is distributing a colored folder containing a dozen "miracle mixtures" employing champagne as one of their ingredients.

The leaflet is beautifully illustrated in the modern manner.

The 12 recipes are for the following drinks: Pink Elephant, Cocktail Ordinaire, Tutti-Fruiti Punch, Old Quebec, Hollywood Cup, Black Prince, Murray Bay Dip, Park Avenue Punch, Red Light, LaPompadour, Chateau Gay Tom Collins and Chateau Gay Cobbler.

To indicate its potency, the Tom Collins recipe conveys the warning: "Fair Warning: Watch your step!"

Chateau Gay, Ltd., is the United States subsidiary of Canadian Wineries, Ltd., a 50-year-old company with six units in Canada.

▼ ▼ ▼

### Pleasant Valley

The Pleasant Valley Wine Co. reports for the three months ended September 30: Net income after expenses and other charges, $1,236, compared with net loss of $2,301 in the same period a year ago.

▼ ▼ ▼

### To Erect Georgia Winery

Paul Garrett, New York wine maker, plans to erect a winery in Georgia's peach belt, he announced during a recent visit at Macon, Ga.

He indicated, however, that the winery would not produce wine from peaches exclusively, predicting that peaches "will come into their own for wines with development of the industry."

▼ ▼ ▼

### Will Begin Wine Production

The Monarch Wine Co., of New York and California, plans to begin the production of wine from Georgia fruits and berries at a plant in Atlanta by about March 1, according to an announcement by the company's attorney, Harry T. Dillon. He said that W. R. Tucker, president of the Montezuma Frozen Fruits Co., was associated with the Georgia enterprise. Nation-wide distribution will be sought for the wines made in the $100,000 winery to be erected.

▼ ▼ ▼

### "Food and Drink Bar"

Beginning with its March issue, *House Beautiful* will run a new monthly editorial feature entitled "Food and Drink Bar" which will "dispute the theory that a man's heart is reached only through steak and pie." The magazine says it reaches 110,000 families.

# "PROHIBISM"

"Institutions without respect, laws violated with impunity, are to a republic the symptoms and seeds of death." —*Oliver Ellsworth, Chief Justice of the United States, April* 25, 1796.

LEE W. MIDA

Perhaps this coined word "prohibism" sufficiently signifies the entire gamut of aims and ambitions for which the cause of anti-alcohol stands. The issue to be considered is not the wholesale return of the prohibitive hordes, rejuvenated by two years subdued energy, nor the modernized attacks that mark the press, pulpit and radio propaganda. The onslaughts are all too obvious. In some measure they are well founded.

The issue that should concern those in the industry, spirit, wine and beer alike, is the ultimate extreme of extinction that is promised and invited through absence of initiation and defense.

You who were in the business prior to the time this country was made "virtuous by amendment" know the sad experience of extermination without compensation. Only a comparative few of these old guard remain. The present rank and file that compose the industry, more especially among distributors and retailers, view the past largely from vague hearsay or are so engaged with inter-business problems as to disregard the larger issue of actual business preservation. That appears too remote to be consequential.

For the producers, it must be conceded in extenuation, the various and sundry regulation and "controls" have imposed an arduous and involved platform. The good intentions behind these curtailments do not lessen the difficulties. There has been vast control of the sources of supply but little control of the point of consumption.

## Crux of the Situation

If it is true that "prohibism" is honestly concerned with public welfare, rather than the action of manufacturing and wholesaling, entire attention of the industry may profitably be directed at the causes of complaints.

Looking the matter squarely in the face, are we not vulnerable on a number of counts and in a number of directions? Are there not too many "drinkeries," both for the normal requirements and for the direct effect upon financial stability of these places? Is it actually the desire of the producers to encourage drinking by women at bars? Are not woman bar-flies a flare-back of "prohibism" creation? Is not the welfare of the public a responsibility of supply sources, or must this duty be relegated to outside sources?

### MIDA'S CRITERION'S PLATFORM FOR THE WINE AND LIQUOR INDUSTRY

1. *Reduce present taxes.*
2. *Establish uniform laws.*
3. *Eliminate state monopolies.*
4. *Drive out bureaucracy from all regulatory bodies.*
5. *Rid the country of the bootlegger.*
6. *Further public education on the temperate uses of alcoholic beverages.*
7. *Improve manufacturing methods and quality.*
8. *Develop sound merchandising programs.*

## Looking Forward

The future manifestly rests with the industry. Within the ranks lies the power to formulate and champion corrective measures. But it is not enough to improve consumption methods, the attitude of the trade toward the final buyer must be mutually understood. The producer must subscribe to principles as well as profits.

Foreign countries have demonstrated that stability and continual acceptance of alcoholic beverages are entirely feasible. America can do likewise. But denial of accusations does not alter the status; the causes for grievance must be obliterated.

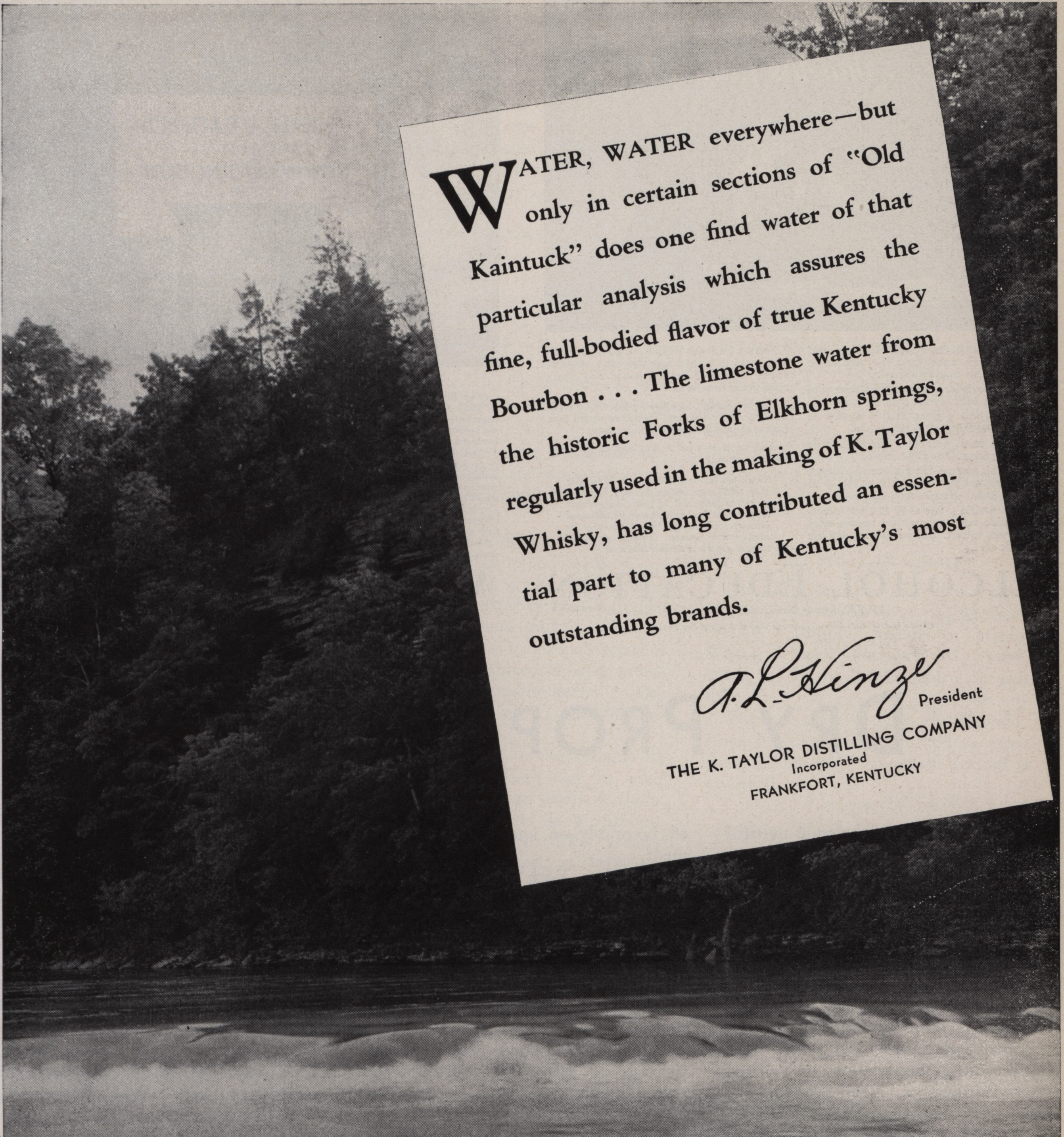
## Happy Middle Ground

Surely there is a middle ground to satisfy every sane and equitable faction. The extremist can never endure permanently. Education born of selfish ends or the rule of domination are beyond the comprehension and tolerance of the American people.

Such negative onslaughts as are now rampant and growing by leaps and bounds cannot be longer ignored and encouraged by neglect. The masses of the people, wise and unwise, must be reached. The confidence of the consumer must be cultivated and maintained.

To hold respect, the business of so-called "booze" must be respectable.

L. W. Mida

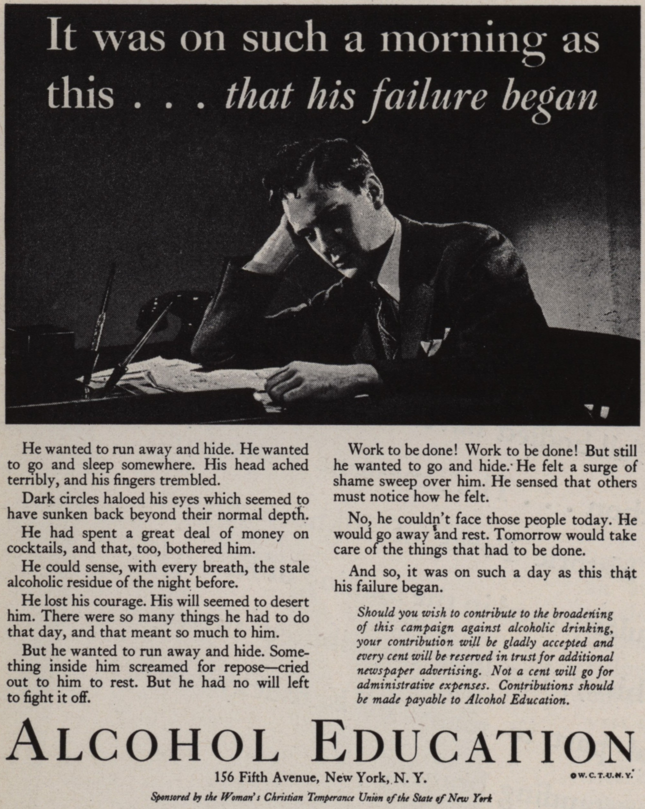


WATER, WATER everywhere—but only in certain sections of "Old Kaintuck" does one find water of that particular analysis which assures the fine, full-bodied flavor of true Kentucky Bourbon . . . The limestone water from the historic Forks of Elkhorn springs, regularly used in the making of K. Taylor Whisky, has long contributed an essential part to many of Kentucky's most outstanding brands.

A. L. Hinze
President

THE K. TAYLOR DISTILLING COMPANY
Incorporated
FRANKFORT, KENTUCKY

# TAYLOR • MADE WHISKIES



**It was on such a morning as this . . . *that his failure began***

He wanted to run away and hide. He wanted to go and sleep somewhere. His head ached terribly, and his fingers trembled.

Dark circles haloed his eyes which seemed to have sunken back beyond their normal depth.

He had spent a great deal of money on cocktails, and that, too, bothered him.

He could sense, with every breath, the stale alcoholic residue of the night before.

He lost his courage. His will seemed to desert him. There were so many things he had to do that day, and that meant so much to him.

But he wanted to run away and hide. Something inside him screamed for repose—cried out to him to rest. But he had no will left to fight it off.

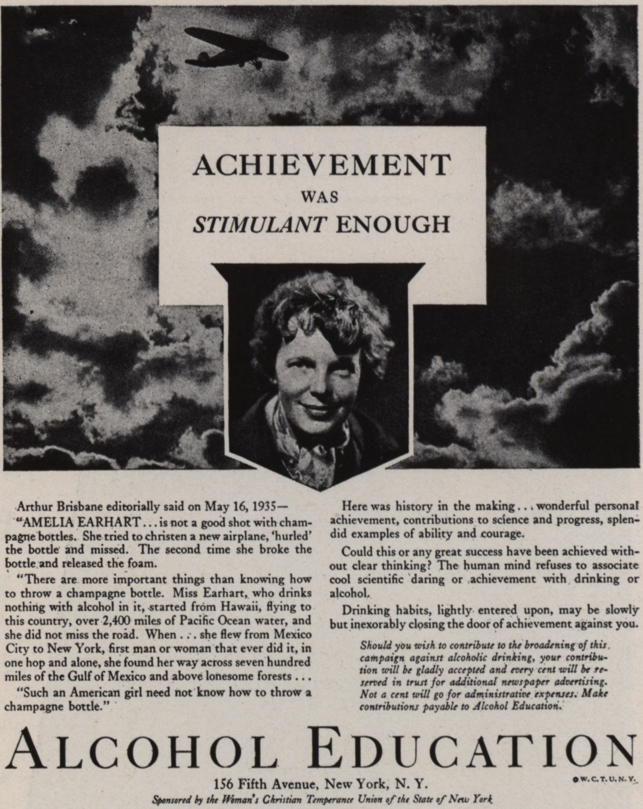
Work to be done! Work to be done! But still he wanted to go and hide. He felt a surge of shame sweep over him. He sensed that others must notice how he felt.

No, he couldn't face those people today. He would go away and rest. Tomorrow would take care of the things that had to be done.

And so, it was on such a day as this that his failure began.

*Should you wish to contribute to the broadening of this campaign against alcoholic drinking, your contribution will be gladly accepted and every cent will be reserved in trust for additional newspaper advertising. Not a cent will go for administrative expenses. Contributions should be made payable to Alcohol Education.*

ALCOHOL EDUCATION
156 Fifth Avenue, New York, N. Y.
©W.C.T.U.N.Y.
*Sponsored by the Woman's Christian Temperance Union of the State of New York*



**ACHIEVEMENT WAS *STIMULANT* ENOUGH**

Arthur Brisbane editorially said on May 16, 1935—

"AMELIA EARHART . . . is not a good shot with champagne bottles. She tried to christen a new airplane, 'hurled' the bottle and missed. The second time she broke the bottle and released the foam.

"There are more important things than knowing how to throw a champagne bottle. Miss Earhart, who drinks nothing with alcohol in it, started from Hawaii, flying to this country, over 2,400 miles of Pacific Ocean water, and she did not miss the road. When . . . she flew from Mexico City to New York, first man or woman that ever did it, in one hop and alone, she found her way across seven hundred miles of the Gulf of Mexico and above lonesome forests . . .

"Such an American girl need not know how to throw a champagne bottle."

Here was history in the making . . . wonderful personal achievement, contributions to science and progress, splendid examples of ability and courage.

Could this or any great success have been achieved without clear thinking? The human mind refuses to associate cool scientific daring or achievement with drinking or alcohol.

Drinking habits, lightly entered upon, may be slowly but inexorably closing the door of achievement against you.

*Should you wish to contribute to the broadening of this campaign against alcoholic drinking, your contribution will be gladly accepted and every cent will be reserved in trust for additional newspaper advertising. Not a cent will go for administrative expenses. Make contributions payable to Alcohol Education.*

ALCOHOL EDUCATION
156 Fifth Avenue, New York, N. Y.
©W.C.T.U.N.Y.
*Sponsored by the Woman's Christian Temperance Union of the State of New York*

# DRY PROPAGANDA

"WILL the state control liquor or will liquor control the state?" asked Chairman Edward P. Mulrooney of the New York State Liquor Authority recently.

He might aptly have added the query:

"Will the drys control the people or will the people control the drys?"

Some trade leaders and a few state liquor administrators like D. Frederick Burnett of New Jersey, have been prone of late to discount the effectiveness of dry propaganda. They take the view that the nation has learned the lesson of the last prohibition experiment well and is not likely to listen attentively to arguments for its repetition no matter how intensive the publicity.

They don't think that we ought to take any cognizance of the cries of "wolf, wolf," because no wolf is likely to come.

The drys themselves think otherwise. Encouraged by the fact that 1,000 communities in the country voted for aridity at the recent elections, the Anti-Saloon League of America has fixed 1945 as the year when at least 40 states will have voted favorably on another dry amendment.

The New York State Liquor Authority, convinced that something must be done to encourage temperate drinking, has released a barrage of publicity designed to encourage sane drinking among citizens of the state. Assisting it are various state bodies, such as the Bureau of Motor Vehicles, which has circulated posters broadcasting the theme that "alcohol and driving don't mix."

The State Liquor Authority's campaign is well-timed, for during the month of December the New York division of the Women's Christian Temperance Union began a series of advertisements in 25 newspapers which pictured the harrowing effects of alcohol.

One W. C. T. U. advertisement shows a picture of a young man glumly seated at his desk, apparently made glum by an excessive consumption of spirits the night before.

"It was on such a morning as this . . . that his failure began," deplores the advertisement.

The text of the "ad" carries the doleful information that the glum youth "wanted to run away and hide. He wanted to go and sleep somewhere. His head ached terribly, and his fingers trembled. Dark circles haloed his eyes which seemed to have sunken back beyond their normal depth."

After several paragraphs of this sort of thing, we find the youth putting off until tomorrow work which should have been done today.

An announcement by the W. C. T. U. says that the campaign is designed to be very elemental, appealing to a man's ambition and a woman's pride.

The campaign also has its practical side, for at the end of each advertisement appears this appeal:

"Should you wish to contribute to the broadening of this campaign against alcoholic drinking, your contribution will be gladly accepted and every cent will be reserved in trust for additional newspaper advertising."

Temperance, in the eyes of the drys, means abstinence. In those of the wets, it spells moderation.

Mrs. John S. Sheppard, a member of the State Liquor Authority who is conducting the New York campaign to offset dry propaganda, is basing her appeal on the definition of temperance as moderation. Moreover, and unlike the W. C. T. U., she is not attempting to appeal to man's emotions, but rather to his common sense.

"By temperance," she says, "we do not mean total abstinence. Temperance in this case means sanity and decency in the use of the privilege which the people of the state have granted to those who drink and to those who engage in the liquor traffic.

"Our history shows that this privilege, when abused, has been withdrawn, and it may be withdrawn again."

To counteract the claims of dry propagandists, she has edited a booklet which is being distributed free of charge through local ABC boards. Wets who want the whole loaf or nothing will probably be discouraged by it. But trade leaders who would rather have half a loaf than nothing are likely to find much of value in the pamphlet.

The booklet is loaded with quotations from students of the liquor problem. A number of them are terse warnings that the advantages of alcohol are nullified by the disadvantages. Others, however, blast many of the claims of drys. For this reason, the pamphlet should be regarded as an aid to those in the industry who, anxious to perpetuate legal consumption, are campaigning for moderate drinking.

Thus to the contention of the W. C. T. U. in one of its advertisements that "drinking habits, lightly entered upon, may be slowly but inexorably closing the door of achievement against you," Mrs. Sheppard responds with this quotation from Gollancz's A Review of the Effect of Alcohol on Man:

"Alcohol is often regarded as a habit-forming drug in the same category as morphine and cocaine, but this view does not accord with modern knowledge. Most people who have been in the habit of taking alcohol regularly for many years can, if the conditions of their lives require it, completely give up their drink without any great mental effort, but it is impossible to imagine that any person who has taken morphine or cocaine regularly for years can suddenly and voluntarily abstain from the drug."

The same authority belittles the much-publicized dry claim that there is no virtue in liquor drinking with this assertion:

"In convalescence, fatigue and debility, alcohol is scarcely the most suitable food and should never be given as a substitute for any part of the normal dietary. As a tonic, however, through its indirect action upon digestion and the nervous system, it may improve the appetite and assist the use of the other constituents of the diet. In old age the tonic and food value of alcohol may far outweigh disadvantages in other directions and materially aid feeble and scanty nutrition."

Gollancz then continues:

"After absorption the action of alcohol is sedative, and it may appreciably aid a digestion or an appetite which are being handicapped by nervous disturbances. It is, therefore, particularly useful at an evening meal, when fatigue and the worries of the day diminish appetite or the ability to assimilate food."

In a section of the pamphlet devoted to espousing the cause of moderation are to be found the following typical quotations:

"There is no indication that alcoholic beverages of good quality, in which the alcohol is of low concentration, or at least has been suitably diluted when taken, and if taken in moderate amounts in proper relation to food and at sufficiently long intervals, does serious bodily harm." (Dr. Harrison S. Martland in Alcohol and Man.)

"The question as to the amount of alcoholic drinks which can be used freely by the average adult without producing bad results is a difficult one, because individuals differ greatly in their susceptibilities to injurious effects from such drinks." (Report of Committee of Fifty.)

"It is notorious that there are great differences in individual susceptibility to alcohol. Some people become intoxicated at the 'smell of the cork,' while others are capable of consuming large doses without showing any definite signs of inebriation." (Gollancz in A Review of the Effects of Alcohol on Man.)

"Moderate users of alcohol, who touch it only occasionally and then in moderation, are probably as long lived as total abstainers, provided they always maintain moderate habits in all phases of living." (Arthur Hunter in Alcohol and Man.)

One of these days, an alert advertising executive employed by a distiller or vintner who is sold on the moderation idea, is going to recognize "live" copy in some of the foregoing and other quotations in the State Liquor Authority's pamphlet.

The day may be arriving, too, when distillers or wine makers may want to counteract dry propaganda on a joint basis. What can they offer more convincing to the public than quotations from recognized authorities?

## Waives Tax Claim

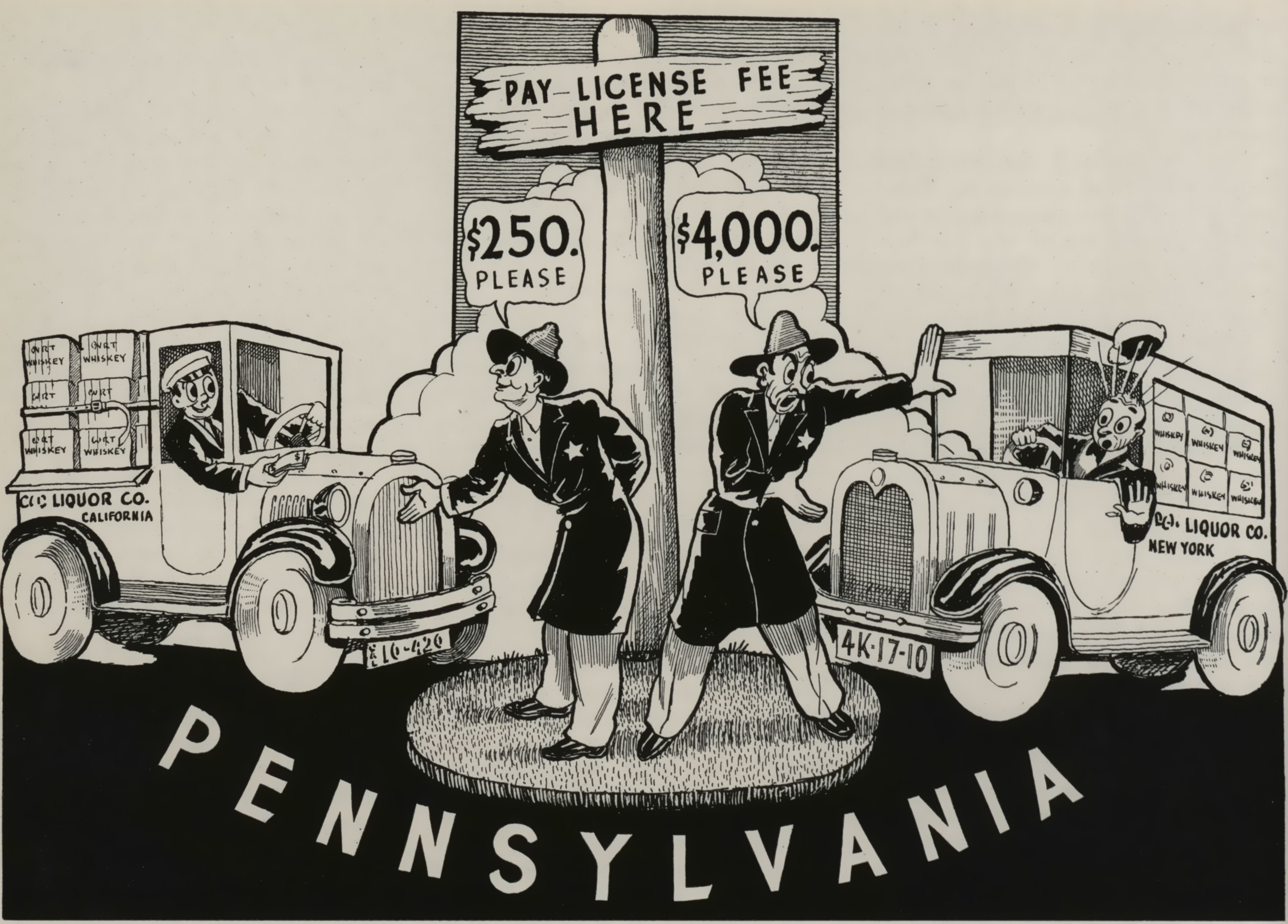
The Treasury has formally waived its claim for liquor taxes on approximately 3,500,000 gallons of Hiram Walker whisky destroyed in a warehouse fire at the Peoria, Ill., plant this fall.

The tax claim which the Government has canceled amounted to more than $7,000,000. No cash refund is involved.

## New York Tax Receipts

New York state's tax receipts from alcoholic beverages soared in 1935 to $19,550,000, a jump of $5,000,000 over the previous year, according to Mark Graves, state tax commissioner. The taxes are $1 a gallon for distilled spirits, 40 cents for sparkling wine, 20 cents for carbonated wines and 10 cents for still wine.

Madera
HERMITAGE
HEALTHY NERVES
Camels



# STATE LICENSE BARRIERS

NEW JERSEY'S liquor commissioner, D. Frederick Burnett, recently dubbed the cordon of state license barriers "absurd."

Members of the trade, laden with commercial restrictions such as prevail in no other type of business, have called it nearly everything under the sun.

Agreeing heartily with the New Jersey commissioner, they have wondered what principle of jurisprudence or of social control could possibly have condoned the idea that a licensed distributor needs a new permit every time he crosses a state line with his wares.

They had been informed by such eminent administrators of present-day liquor control as Joseph H. Choate, Jr., director of the extinct Federal Alcohol Control Administration, and Edward P. Mulrooney, chairman of the New York State Liquor Authority (and, for that matter, by Mr. Burnett himself), that a liquor license is a "privilege," not a "right."

But this concise explanation of the somewhat mysterious forces governing the post-repeal liquor traffic only served to enhance the stock of dudgeon exhibited within the industry.

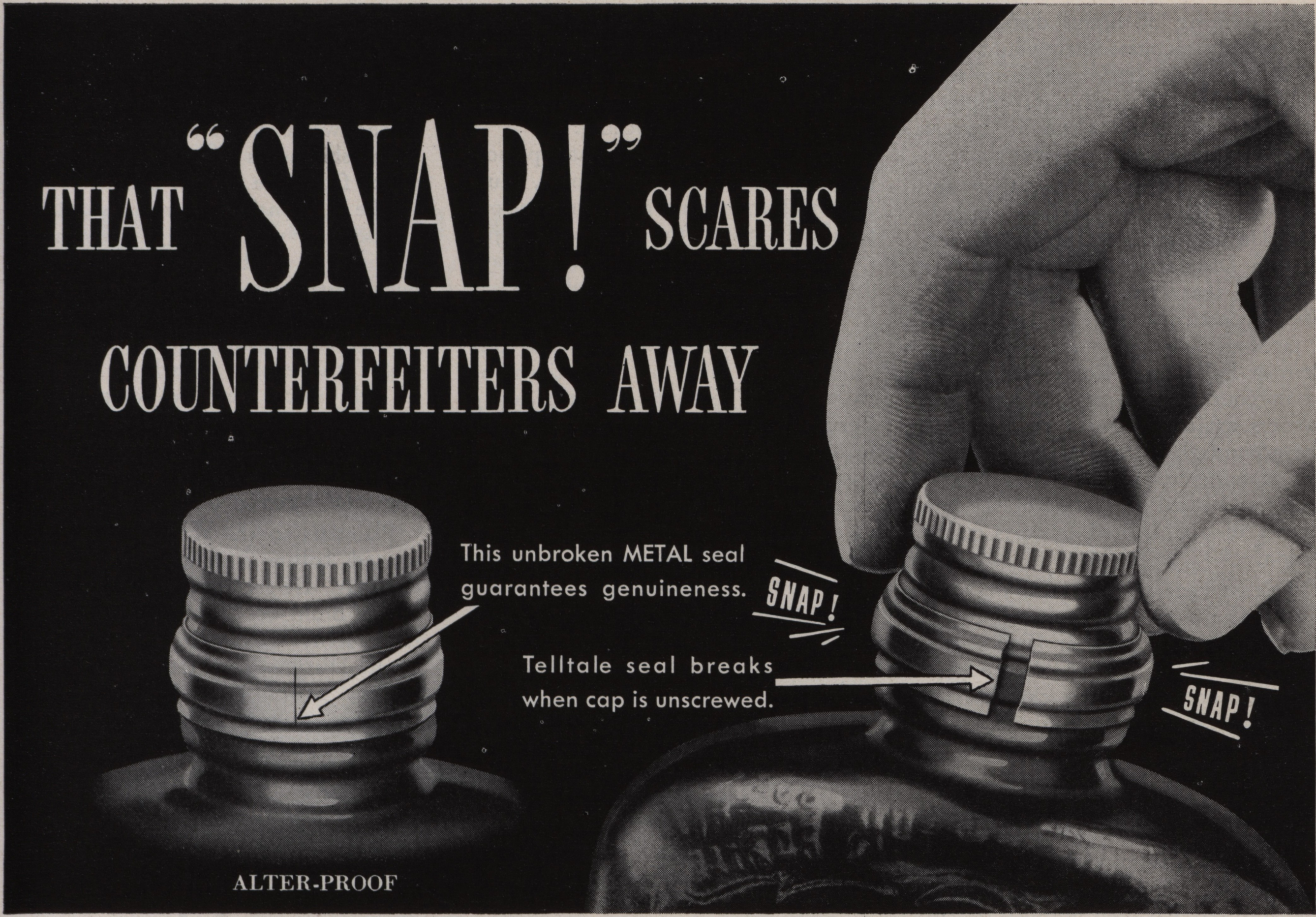
"Granting," for the sake of argument, that we're in business by no God-given right," trade members have moaned collectively, "does that mean that our 'privilege' has to be multiplied by the numeral 40? Is there no escape for us from the huge network of state license fees and taxes?"

Pennsylvania, whose great rye whisky distilleries had for two years suffered silently from the system, is one of the latest to supply an answer. Its legislature, without even bothering to consult its own liquor control board, recently decided it would show other states how to REALLY retaliate in the matter of license restrictions. It enacted a law which fixed the license fee for a non-resident producer or distributor at the same point exactly as that set by the home state.

Thus, a New York importer who wishes to do business with the Pennsylvania Liquor Control Board must pay to the Keystone State the same $4,000 fee he pays at home. If he's a Californian, he pays only $250.

The industry hasn't yet recovered from its astonishment over this new high in inequality. Pennsylvania's action brought on a new storm of resentment and the question "Is it just?" was supplanted by the query, "When will it end?"

Neither question is answerable at the moment. The recent Conference of State Liquor Administrators at New York City admitted that the liquor industry "has been justifiably clamoring for uniformity" on interstate shipments, recommended such uniformity—and let it go at that. The state legislatures have just resumed their sessions and there are no signs visible that they recognize the incongruity and injustice of mul-


THAT "SNAP!" SCARES COUNTERFEITERS AWAY
This unbroken METAL seal guarantees genuineness.
SNAP!
Telltale seal breaks when cap is unscrewed.
SNAP!
ALTER-PROOF

## . . . *and says, "It's Genuine" to buyers*

Whatever your product, and whether it is put up in quarts, fifths, pints or gallon jugs, an Alseco Anti-Counterfeit Seal not only assures absolutely leak-tight sealing, but makes your *profits* leak-tight, too. With this unique seal your bottle is as Tamper-Proof as an Egg; keeps cutters and bootleggers away.

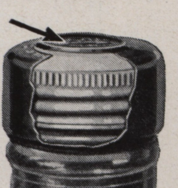
The men and women who buy your product gain confidence in your brand when you seal this way. They appreciate the protection you assure them; and they appreciate the easier opening, with corkscrew worries a thing of the past.

These Alseco metal "locks" are applied economically by fast automatic machines. That's another way they save for you. There is a lot more information you'll want in the free book "Curb the Counterfeiter." Just write ALUMINUM SEAL COMPANY, Dept. MC-1, New Kensington, Pa.

TRADE MARK ALSECO SEALS REG. U. S. PAT. OFF.

## *Alseco* SEALS AND SEALING MACHINES

ANTI-COUNTERFEIT SEALS OF MANY TYPES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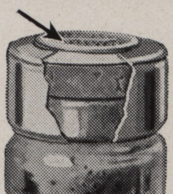
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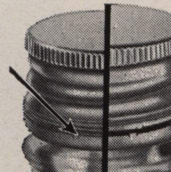
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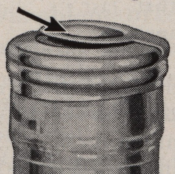
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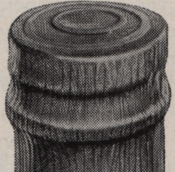

Alseco Foil Capsule

tiple licensing of liquor distributors.

The only recourse that would seem to be open to trade members who feel keenly the restraints imposed upon shipments of alcoholic beverages between states is the courts.

But here, unfortunately, they appear to be headed for disappointment. The United States District Court, Eastern District of Pennsylvania, has just held that a state is perfectly justified, constitutionally, in setting up a tariff wall on importations. The Premier-Pabst Sales Corp. had objected in court to Pennsylvania's license barriers against out-of-state beers on the ground that they conflicted with the commerce, due process, equal rights and equal protection of the law clauses of the United States Constitution.

Because Federal Judge D. J. Dickinson, who wrote the opinion, dwelt at length on the peculiar legal status of the alcoholic beverage industry in interstate commerce, the case has attracted nation-wide interest.

In his decision, Judge Dickinson points out that, in the case of intoxicating liquor, the "inestimable blessing" contained in the commerce clause of the Constitution, under which the free flow of commerce between states is guaranteed, has been nullified by the Wilson Act, the Webb-Kenyon Act, the Reed Amendment and the 21st Amendment.

"As the law now is," he writes, "the measure of control which the states may exercise is determined by the states themselves. If the importation of intoxicating liquor is acceptable to a state, it retains its status as the legitimate subject of interstate commerce, but if it is forbidden importation by the state the laws of the United States likewise forbid it. Interstate commerce is spoken of under the figure of a stream whose free flow cannot be interrupted by any state law. Any state may, however, remove intoxicating liquor as a subject of interstate commerce. When it does so by passing a law on the subject of its importation, the law of the United States forbids its further importation if in violation of the laws of the state. Such is now the law and that the law was once otherwise goes for naught."

Lest the positiveness of that last sentence be insufficiently impressive, the court continues:

"Under the 21st Amendment when a state passes a law upon the subject of the importation of intoxicating liquors all importation in violation of that law is forbidden by the Constitution and the laws of the United States. The state of Pennsylvania has passed such a law and all imports of intoxicating liquors in violation of that law are forbidden. It further follows that the commerce clause avails the plaintiff nothing."

The "privilege, not right" principle espoused by Messrs. Choate, Mulrooney, Burnett and other control officials, is given the blessing of judicial sanction in the decision. Says Judge Dickinson on the subject:

"Some of the provisions of the Pennsylvania Act do undoubtedly discriminate in favor of the citizens of the state. The traffic in intoxicating liquors is universally known to be loaded with danger to the public weal. It may be subjected to the most stringent regulation. Licenses to sell to the ultimate consumer may be limited to those who in the conduct of the business can be brought under control and supervision. The traffic is one emphatically 'fraught with a public interest.' No one can claim the 'right and privilege' to do harm to others. The regulation of the traffic by state laws, in the attempt to minimize the evils attending it, is no infringement of the rights of any one. It is no denial of any of 'the privileges and immunities' of citizens of the United States. That the effect of some of the regulations may be to favor domestic products or citizens of the state does not in itself render a state law obnoxious to the provisions of the 14th Amendment."

Should these opinions be sustained by the United States Supreme Court —and there is reason to believe that they will be, since the highest court has already upheld the constitutionality of the Webb-Kenyon Act—the 16 Illinois wholesalers who have joined in a suit to test the constitutionality of the Wisconsin law affecting interstate shipments may expect little solace from the federal courts.

The Wisconsin law imposes a $500 license fee upon foreign companies wishing to do business in the state, but limits this business to wholesalers, rectifiers and distillers. The Illinois distributors hold that they ought to be able to sell to retailers as well, since they are compelled to pay Wisconsin license fees and taxes, and that the prohibition against such sales constitutes discrimination in favor of Wisconsin dealers.

Plaintiffs in the action, which was started before Federal Judge Ferdinand A. Geiger at Milwaukee, are: Philip Blum & Co., Inc.; Bon Ton, Inc.; Kent Distributing Co., Inc.; Lionel Distilled Products, Inc.; Liquor Dealers' Supply Co.; Julius Loeser & Co., Inc.; Old Rose Distilling Co.; Paramount Distilling Corp.; B. Weis & Co.; Cloister Co.; College Inn Food Products Co.; Crown Spirits Co.; Hamburger Co.; E. O. Jackson Co., Inc.; Mar-Salle Chicago Co. and Sunrise Distilling Corp.

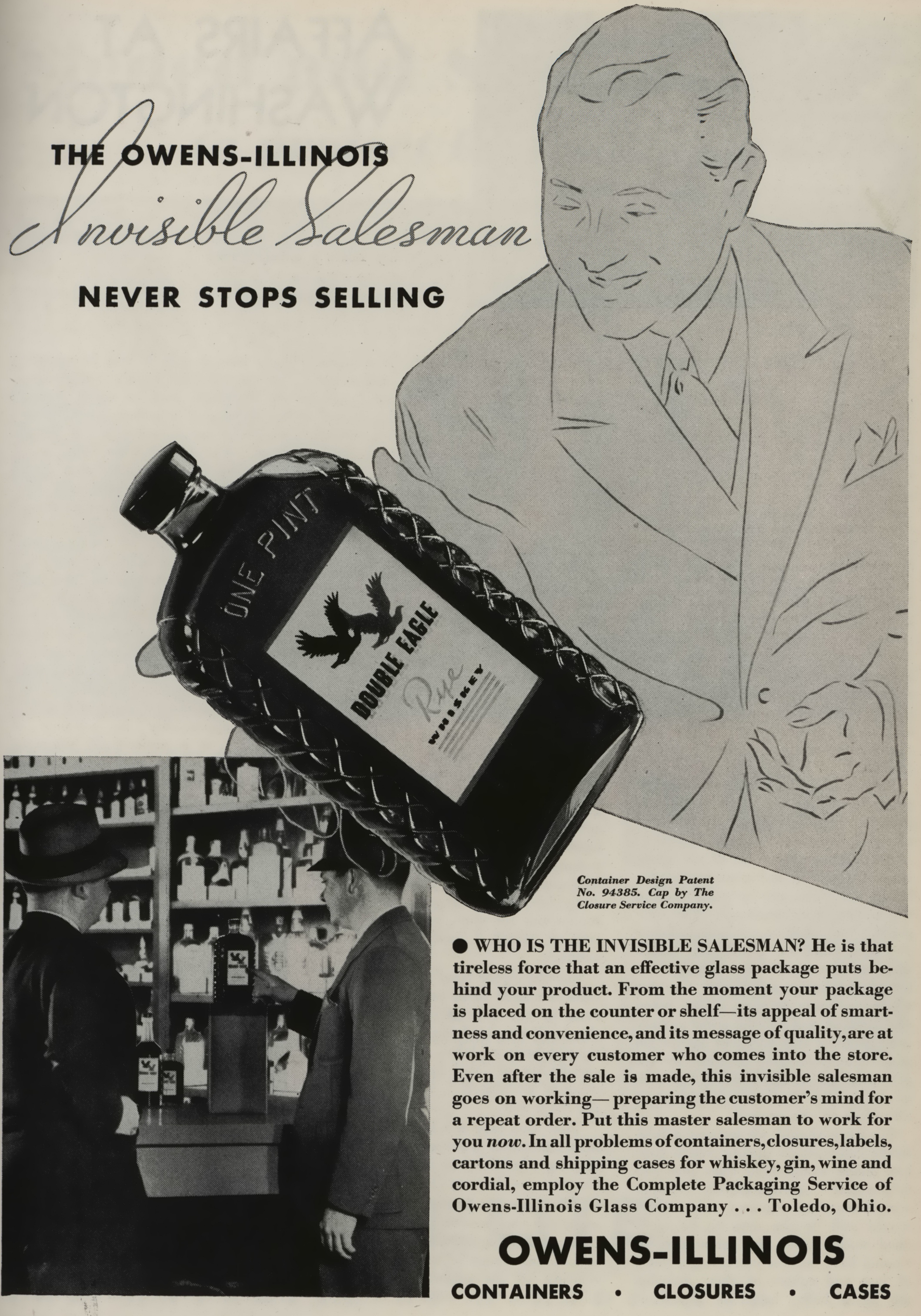
## Scotch

Over 100,000 cases of Scotch whisky were brought in by the Anchor Line's two transatlantic steamers, Caledonia and Transylvania, in the period from November 1 to December 14, according to freight officials of the steamship company.

## Statistics of Imports of Alcoholic Beverages Entered for Consumption and Entered for Bonded Warehouse, During the Month of November, 1935

| | Free | | Dutiable | |
|---|---|---|---|---|
| | (gallons) | (dollars) | (gallons) | (dollars) |
| Imports for Immediate Consumption: | | | | |
| Brandy (proof gallons) | 7 | 68 | 1,732 | 9,649 |
| Gin (proof gallons) | 6 | 23 | 1,326 | 2,713 |
| Rum (proof gallons) | 3 | 12 | 5,421 | 23,064 |
| Whisky (proof gallons) | 211 | 1,615 | 51,350 | 206,382 |
| Other spirits, cordials, liqueurs, bitters and compounds (proof gallons) | 59 | 578 | 3,344 | 24,485 |
| Wines: | | | | |
| Champagne and other sparkling wines (gallons) | 125 | 1,350 | 2,450 | 15,954 |
| Still wines (gallons) | 83 | 452 | 87,987 | 194,617 |
| Withdrawn from Warehouse for Consumption: | | | | |
| Brandy (proof gallons) | 388 | 1,160 | 45,832 | 266,430 |
| Gin (proof gallons) | 188 | 370 | 3,712 | 10,972 |
| Rum (proof gallons) | 2,183 | 4,996 | 42,198 | 170,630 |
| Whisky (proof gallons) | 586 | 2,967 | 535,857 | 2,388,905 |
| Other spirits, cordials, liqueurs, bitters and compounds (proof gallons) | 182 | 722 | 19,284 | 97,118 |
| Wines: | | | | |
| Champagne and other sparkling wines (gallons) | 131 | 1,023 | 36,851 | 280,316 |
| Still wines (gallons) | 275 | 1,174 | 228,134 | 616,277 |
| Arrival for Entry Into Warehouse: | | | | |
| Brandy (proof gallons) | ... | .... | 69,859 | 420,369 |
| Gin (proof gallons) | ... | .... | 2,793 | 8,425 |
| Rum (proof gallons) | ... | .... | 20,123 | 68,634 |
| Whisky (proof gallons) | ... | .... | 956,424 | 4,140,306 |
| Other spirits, cordials, liqueurs, bitters and compounds (proof gallons) | ... | .... | 32,008 | 141,094 |
| Wines: | | | | |
| Champagne and other sparkling wines (gallons) | ... | .... | 59,618 | 438,010 |
| Still wines (gallons) | ... | .... | 285,336 | 671,076 |

# THE OWENS-ILLINOIS
# Invisible Salesman
# NEVER STOPS SELLING



*Container Design Patent No. 94385. Cap by The Closure Service Company.*

● **WHO IS THE INVISIBLE SALESMAN? He is that tireless force that an effective glass package puts behind your product. From the moment your package is placed on the counter or shelf—its appeal of smartness and convenience, and its message of quality, are at work on every customer who comes into the store. Even after the sale is made, this invisible salesman goes on working— preparing the customer's mind for a repeat order. Put this master salesman to work for you *now*. In all problems of containers, closures, labels, cartons and shipping cases for whiskey, gin, wine and cordial, employ the Complete Packaging Service of Owens-Illinois Glass Company . . . Toledo, Ohio.**

## OWENS-ILLINOIS

**CONTAINERS • CLOSURES • CASES**

# AFFAIRS AT WASHINGTON

*By Harry Chapperon*
*Eastern Editor*
MIDA'S CRITERION

SOONER OR LATER the liquor industry will forsake its indulgence in wishful thinking and devout prayer and recognize the unwelcome, albeit inexorable truth that it is destined to play the role of a child of circumstance—and a stepchild at that.

Two years ago there was an obvious explanation for the painful confusion extant in the trade. The industry had just beeen brought back to life. It was understandable that an initial period of chaos would follow in the wake of its resurrection.

The explanation became less obvious a year after repeal, when some semblance of order should have arisen. A tolerant industry, however, was willing to rationalize its predicament and look ahead to another year when some degree of tranquility would be sure to arrive.

But another year is here and the peace for which the trade longed, as recorded in publicized supplications, is yet to be achieved. Will it ever be?

A survey of the signs of the times as manifested in this center of legislative and regulatory activity leads to the inescapable conclusion that suspense, uncertainty, unanticipatory events, unattained goals and sudden shifts of the wind will always be the lot of the liquor industry. The day will never come, in other words, when this business will be free from anxiety over pending and proposed legislation and regulations and changes in the personnel of liquor control agencies, in the opinion of observers with their ears close to the ground.

For even should we witness a relatively calm period during which control chiefs would hold their jobs and promulgate comparatively minor amendments to existing rules, there would still be the drys to be reckoned with. And the denouncers of alcohol have become increasingly vocal of late and echoes of their diatribes are again being heard in legislative halls throughout the land. It is more than likely that the dry influence henceforth will make itself felt through an endless chain of legislative bills aiming to further curb what legislature, enforcement officials and (alas!) the courts have chosen to regard as the stepchild of the business world.

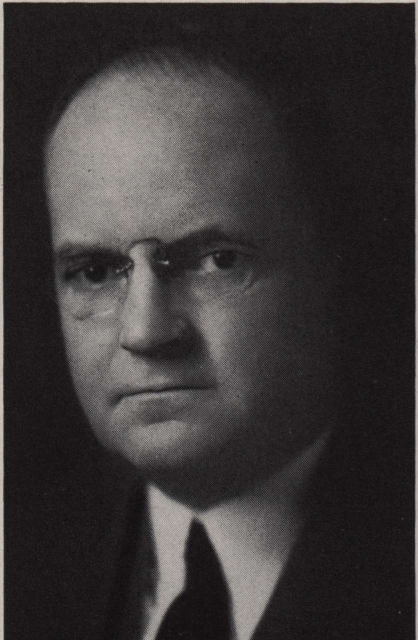
At any rate, whatever the ultimate role of the industry, events of the past month have certainly not served to restore calm to troubled waters. Just as the trade was beginning to adjust itself to a new regime in the Federal Alcohol Administration came this harbinger of unsettled times to come—the resignation of Judge Franklin C. Hoyt from the post of administrator.

The retirement of the eminent ex-jurist—which arrived as a bolt from the blue on December 31—had the natural effect of lighting the spark of uncertainty. Very soon the trade began to learn that those labeling and advertising regulations for wine and liquor which we had every reason to feel would become effective on the 1st of January would be delayed. True, Judge Hoyt did manage to get out the regulations for wine, to become effective on March 1, just before his retirement.

But the liquor label and advertising rules remained to be promulgated and even in the case of the wine rules there still remained the task of passing upon submitted labels and of issuing certificates of label approval by the deadline on March 1, as stipulated in the FAA Act.

That this task would be well nigh insurmountable was recognized by the retiring administrator in his report to Congress on January 3:

"Considerable preparation has been made for the later issuance of certificates of label approval," Judge Hoyt said in this report. "After regulations relating to the misbranding of distilled spirits, wine and malt beverages have been issued, it will be necessary for the administration's staff to examine all labels used on these products to determine whether they comply with the requirements of the regulations. The act provides that 'a certificate of label approval' shall he required covering each label used after March 1, 1936. The careful consideration of over 50,000 labels and the subsequent issuance of a like number of certificates of label approval will obviously be a tremendous undertaking. The act now requires the completion of this task by March 1, 1936, and inasmuch as considerable unexpected delay has been experienced in the promulgation of the labeling regulations, resulting in the likelihood that some of these regulations will not be issued appreciably in advance of March 1, it is respectfully suggested that the Congress may wish to consider amending the act so that the ef-



JUDGE FRANKLIN CHASE HOYT

# Signed and Sealed

## *to protect buyer and product*

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An added advantage is found in the fact that there are many attractive colors in Bakelite Molded from which to select. This makes it possible for a manufacturer to secure an additional "trade-mark" value through adopting a distinctive color for bottle closures.

Bakelite Molded closures assure a dependable seal to protect the quality and properties of products. Chemically inert and impervious to water and alcohol, these closures neither affect, nor are affected by, the contents of containers. Their unusual ease of removal and replacement is an asset that builds customer good-will.

For full information and suggestions, write for illustrated booklet 42 C, "Restyling the Container to Increase Sales".

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fective date of the label requirement as to certificates of label approval may be advanced to July 1, 1936."

Translated, this gentle "suggestion" means that Congress will have to, whether it likes to or not, whip up amendments to the FAA Act. To anyone in the least bit acquainted with the ways of our national legislators, the business of revising the federal liquor law is laden with potential dynamite. It is almost inevitable that certain restive Congressmen are going to see in the task suggested by Mr. Hoyt an opportunity to reopen the entire question as to how the law ought to be administered.

## Gave Tip-Off

As a matter of fact, Judge Hoyt himself gave the tip-off to Congress when, in his report, he advised a legislative breach with the Treasury Department. Writing in the gentle language which seems to characterize the man, the former administrator told Congress:

"In case Congress should deem it advisable at any time to give further consideration to the question of amending the present law for the purpose of establishing the Federal Alcohol Administration as an independent commission, I believe that such a move would meet with a favorable response, not only from those concerned with the enforcement of the act but also from many who are especially interested in the social problems relating to the control of the liquor traffic. The arguments which were advanced both for and against the establishment of the administration as a division of the Treasury Department are so well known that it is unnecessary to repeat them, and my own tenure of office has been so brief that I am not in a position to enlarge on the reasons already given for setting up the administration as a separate entity. I may add, however, that I believe they offer the best solution of a difficult problem and that as time goes on it will be found that the most effective results can be achieved by an independent commission responsible only to Congress and to the President, rather than by a division of one of the established departments."

Observers read into this recommendation a conflict between Mr. Hoyt and the Treasury Department during his term of office. They felt that it gave a more plausible explanation for his withdrawal than the "persistent throat condition" he assigned in his letter of resignation to President Roosevelt.

It is to be expected, then, that some Congressman will pick up Mr. Hoyt's broad hint and demand that the FAA be torn from the none-too-loving arms of Secretary of the Treasury Henry Morganthau, Jr. This demand may then be expected to bring to their feet all the boys who participated in the Yankee swapping that featured the course of the liquor bill during the last days of the last session of Congress. Certainly the members of Congress who clamored for bulk whisky sales (almost successfully) are not going to let pass by a chance to bring the issue up again.

Revision of the FAA Act will not be the only form of activity affecting the liquor industry that Congress may undertake. It will be recalled that there are several liquor bills which have been carried over from the last session.

There is a bill to reduce wine taxes, one to restrict returning travelers to one quart of duty-free liquor and another to make all federal liquor taxes collectible at the retail outlet.

The last measure was sponsored by the National Civic Federation of New York City and introduced in Congress by Senator Royal S. Copeland of New York who managed to get it through the Senate. It was lost in the last-minute rush, but Senator Copeland at the time announced that he would push for its passage at the present session. He has since advised that he plans to bring the bill up during February.

Since the bill provides that no federal liquor tax may be collected until the merchandise reaches the retail establishment, plenty of support for it from wholesalers, rectifiers and distillers may be expected.

## Another Measure

Another measure which Congress will be asked undoubtedly to consider is one appropriating funds to the FAA which, due to the one-man filibuster carried on by the late Huey Long in the dying hours of the last session, has been trundling along without any.

And not without considerable difficulty, as Judge Hoyt painfully brought out in his report to Congress:

"Enforcement, during the period covered by this report, has been handicapped to a greater extent than any other activity of the administration by the lack of funds necessary for the hiring of an adequate force of field investigators. The new administration has had the services of only five such investigators, the total number employed by the former Federal Alcohol Control Administration. Under the former activity, practically all investigations were conducted by the industry code organizations, which employed nearly 400 people and spent approximately $1,800,000 annually on enforcement, and which disappeared with the invalidation of the National Industrial Recovery Act. Most of the time of the present administration's small staff of field men has been spent on personnel investigations required in connection with the issuance of permits, and it has not been possible under such circumstances to undertake the proper enforcement of the restrictive provisions of the act."

## Administrator Only FAA Employe

The report further revealed that the only employe of the FAA was the administrator who, because of the unavailability of funds for the purpose, got exactly nothing for his services.

"To meet the situation created by the lack of an appropriation," Judge Hoyt said, "a skeleton organization, composed of 138 employes of the former Federal Alcohol Control Administration, was employed by the Treasury and detailed to the administrator. Two additional employes have since been detailed to the administrator by other agencies, on whose payrolls they have been retained, making a total of 140 staff members. The Federal Alcohol Control Administration employed 192 persons at the time of the Schechter decision and in addition had the direct assistance of approximately 400 employes of the alcoholic beverage code organizations. It will be evident that the administration of the new act has been seriously hampered by the lack of funds necessary for the employment of a complete staff."

According to the report, the FAA has of December 21 issued the following basic permits: distillers, 413; rectifiers, 425; wine producers and blenders, 1171, and importers, 805. Of these totals, the following were issued to applicants who held no permits on May 25, 1935: distillers, 51; rectifiers, 51; wine producers and blenders, 149, and importers, 92.

In addition, there were applications pending from 24 distillers, 17 rectifiers, 87 wine producers and blenders, and 80 importers.

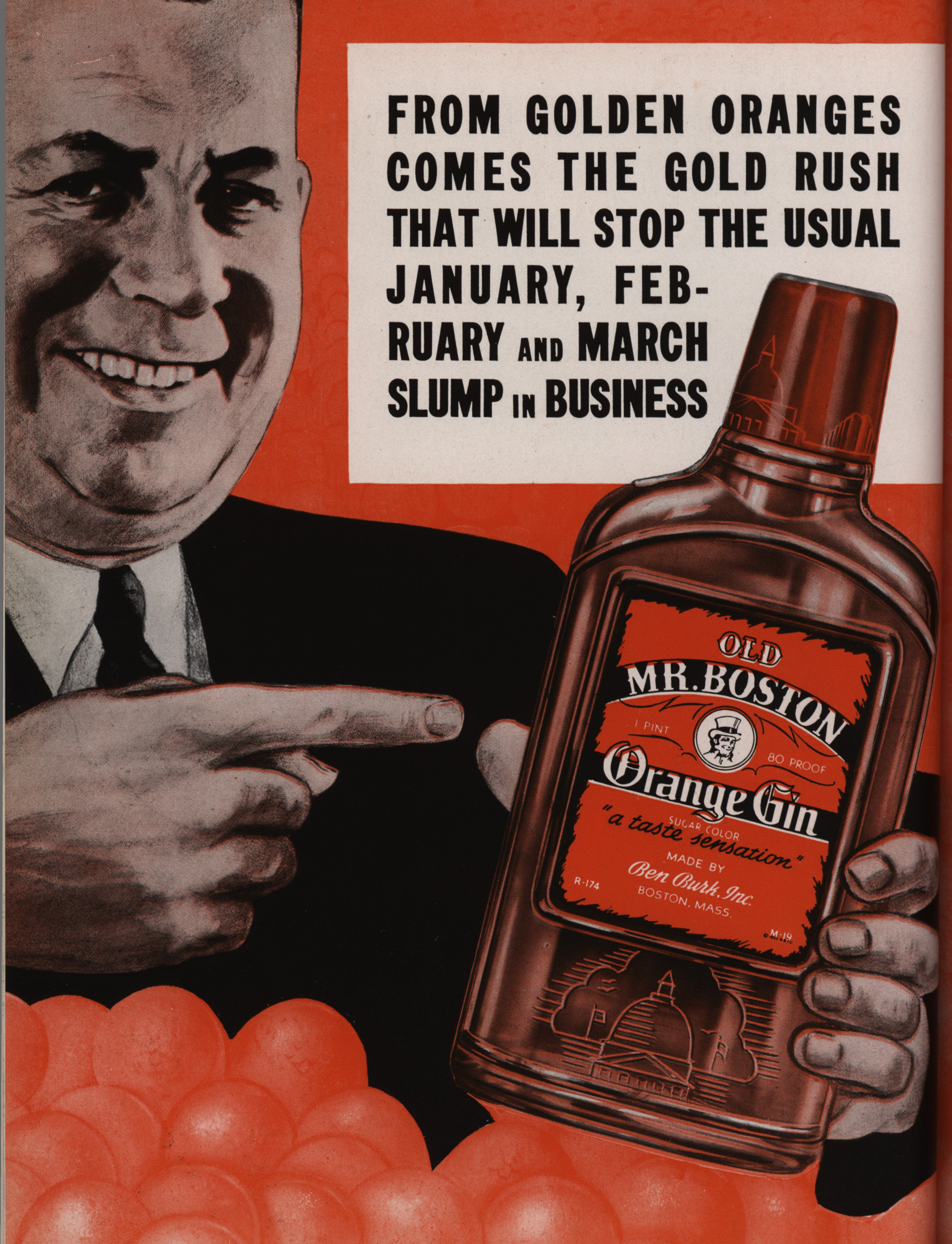
As of the same date, warehousing and bottling basic permits were issued to 324 distillers, 355 rectifiers and 46 proprietors of bonded warehouses who are not distillers or rectifiers. Of the 324 distillers to whom warehousing and bottling permits were issued, 42 also held rectifiers' permits.

The report disclosed that the FAA is now considering permits of wholesalers, which do not become effective until March 1. A total of 2550 ap-

(*Please turn to page* 91)

# AVOID THE BUGABOO

f January February and March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R-174
M-19

# FROM GOLDEN ORANGES COMES THE GOLD RUSH THAT WILL STOP THE USUAL JANUARY, FEBRUARY AND MARCH SLUMP IN BUSINESS

*Old* **MR. BOSTO**

# THE LIQUOR SENSATION OF 1935 SOLVES THE PROBLEM OF KEEPING UP VOLUME DURING EARLY 1936

January, February and March are three "worry" months for most dealers with stocks of ordinary liquors.

These ordinary liquors simply don't sell as fast during the first quarter of the year. For example, dry gin is really a summer liquor. Cordials reach their peak during Christmas and New Year holidays. During the first quarter generally, tastes are tired of harsher liquors.

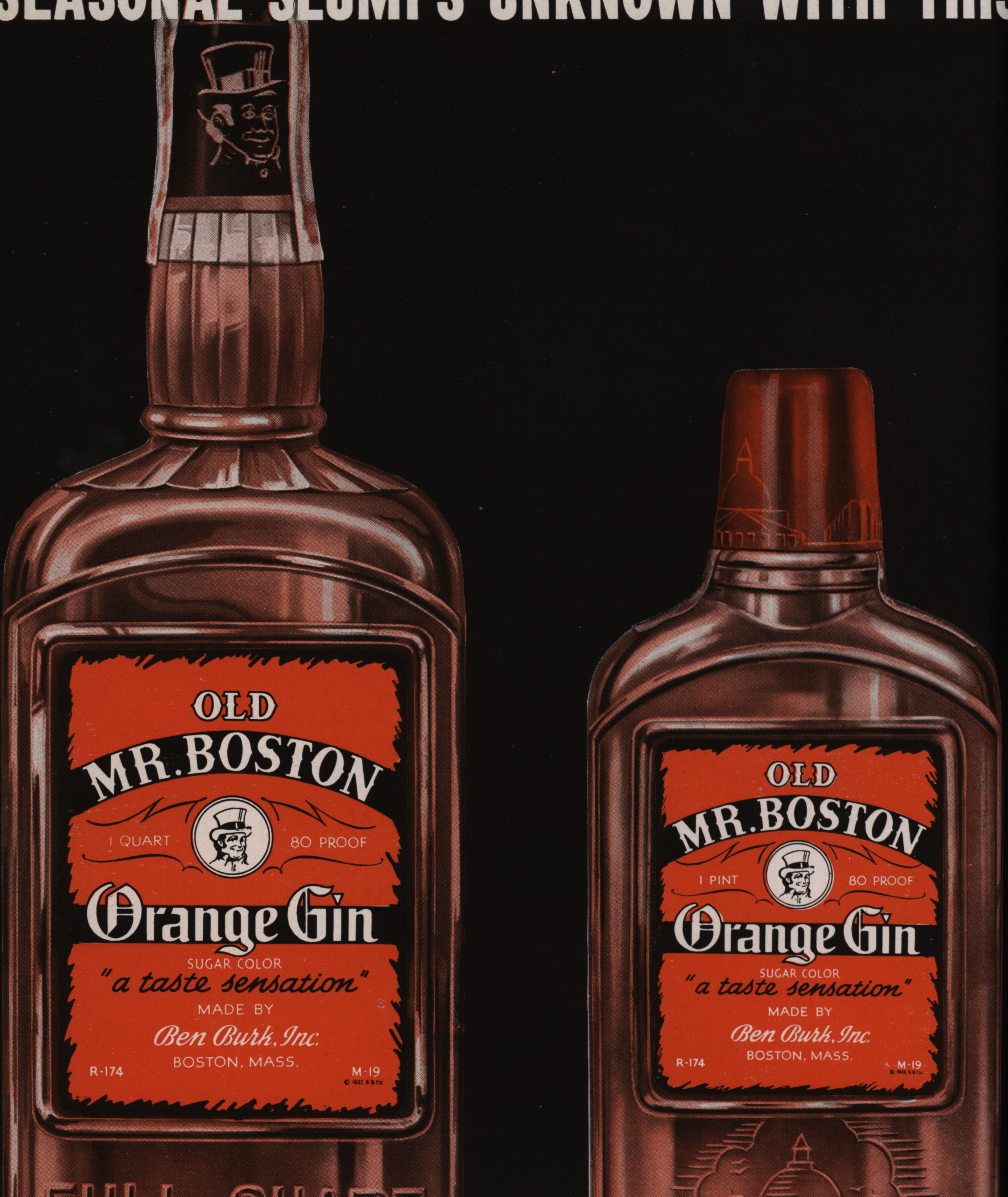
Here's a liquor with an entirely new taste and everybody knows the public likes to taste new things. This means extra business. Sales records for November and December prove definitely that Old Mr. Boston Orange Gin sells better in cold weather than in warm. Right now it's OUTSELLING 90% of ALL dry gins. It's a TWO market gin—men AND women like its true orange taste. A great party favorite, too, during this home entertaining season. Not only is it "bottled sunshine," it's a bottled sales miracle.

# A STATEMENT ABOUT OLD MR. BOSTON ORANGE GIN

One year and four months have been spent in painstaking laboratory research to perfect Old Mr. Boston ORANGE GIN—the first real Orange Gin in America. Old Mr. Boston ORANGE GIN is definitely not like other Orange Gins made of essential oils mixed with ordinary gin. Attracted by the tremendous volume of business done by Old Mr. Boston ORANGE GIN in the few weeks since its introduction, competitors have brought out imitations. It will be obvious to you that such imitations, developed in a few short weeks, cannot be as appealing in taste as Old Mr. Boston.

# ORANGE GIN

# SEASONAL SLUMPS UNKNOWN WITH THIS


OLD
MR. BOSTON
1 QUART
80 PROOF
Orange Gin
SUGAR COLOR
"a taste sensation"
MADE BY
Ben Burk, Inc.
BOSTON, MASS.
R-174
M-19
FULL QUART
OLD
MR. BOSTON
1 PINT
80 PROOF
Orange Gin
SUGAR COLOR
"a taste sensation"
MADE BY
Ben Burk, Inc.
BOSTON, MASS.
R-174
M-19

# Old MR. BOSTO

# GLEAMING GOLDEN TASTE SENSATION

FIRST quarter slump? There isn't any with Old Mr. Boston ORANGE GIN. Customers can't resist its many appeals. An appealing golden color—so beautiful and warm that other liquors look lifeless in comparison. APPEALING useful packages—each a "natural" in its field. Half pints for the "try me" trade. Flask pints for the HIP trade. Quarts for home or commercial BAR trade. Then, there's the big APPEAL of low price. Old Mr. Boston ORANGE GIN appeals to millions—and it's bought by millions.

• • •

There's another very powerful appeal to this amazing record-breaking ORANGE GIN. It's the name of the distiller on the label—OLD MR. BOSTON. The name is highly respected everywhere liquor is known. The name represents finest taste in liquors. And everyone knows that Old Mr. Boston has proved conclusively that every product introduced is a tremendous volume seller.

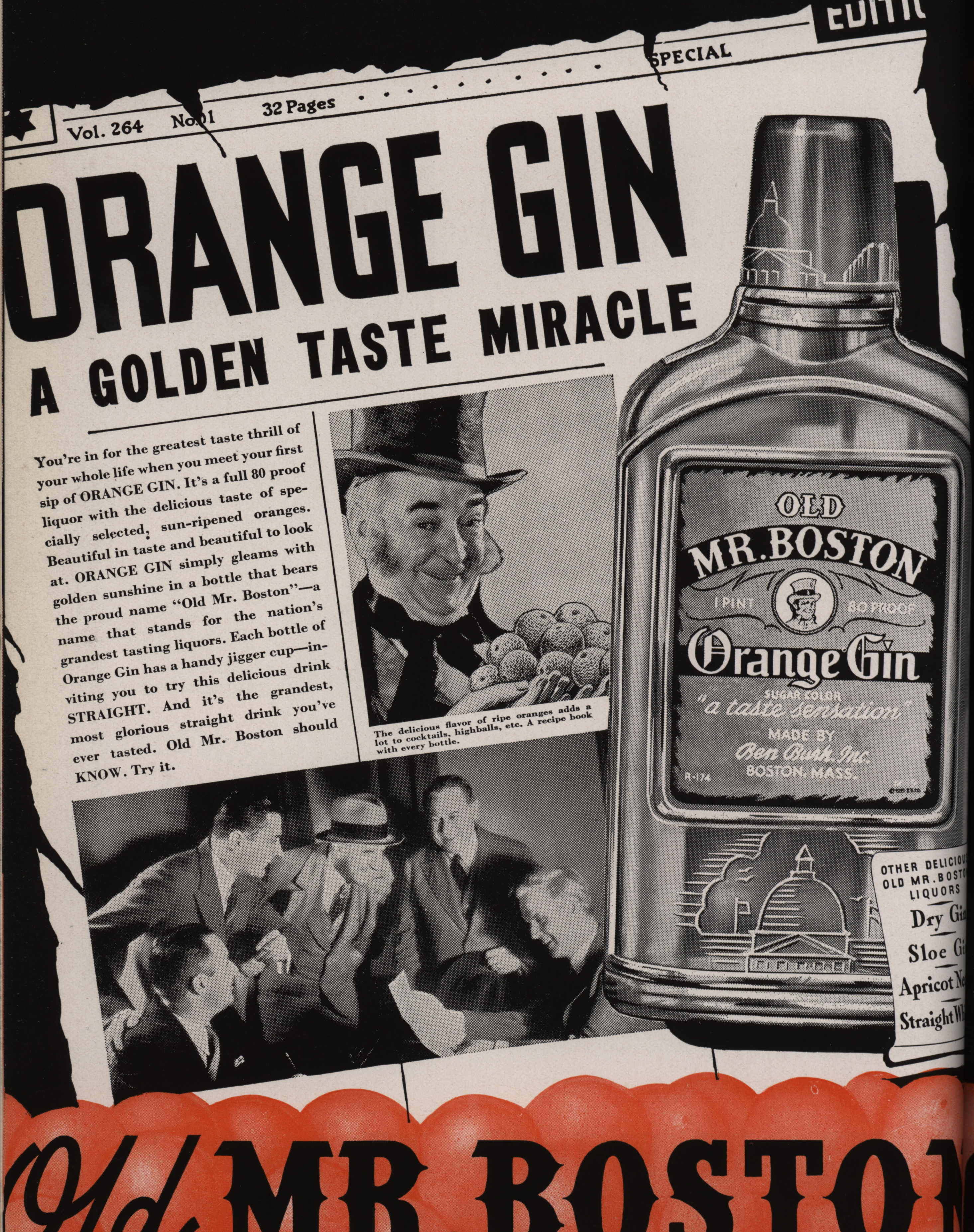
• • •

Add the power of this fine reputation to the great selling appeal of the taste of this golden liquor, and you need no further evidence why the usual "first quarter sales drop" doesn't exist with thousands of smart dealers.

OLD
MR. BOSTON
½ PINT
80 PROOF
Orange Gin
SUGAR COLOR
"a taste sensation"
MADE BY
Ben Burk, Inc.
BOSTON, MASS.
R-174
M-19

# ORANGE GIN

COMPLETE SERIES OF NEWS TYPE ADVERTISEMENTS. ALMOST HALF PAGE IN SIZE! SENSATIONAL! PICTORIAL! PAGE DOMINATING!



SPECIAL EDITI

Vol. 264 No. 1 32 Pages

# ORANGE GIN

## A GOLDEN TASTE MIRACLE

You're in for the greatest taste thrill of your whole life when you meet your first sip of ORANGE GIN. It's a full 80 proof liquor with the delicious taste of specially selected, sun-ripened oranges. Beautiful in taste and beautiful to look at. ORANGE GIN simply gleams with golden sunshine in a bottle that bears the proud name "Old Mr. Boston"—a name that stands for the nation's grandest tasting liquors. Each bottle of Orange Gin has a handy jigger cup—inviting you to try this delicious drink STRAIGHT. And it's the grandest, most glorious straight drink you've ever tasted. Old Mr. Boston should KNOW. Try it.

The delicious flavor of ripe oranges adds a lot to cocktails, highballs, etc. A recipe book with every bottle.

OTHER DELICIOU
OLD MR. BOSTO
LIQUORS
Dry Gi
Sloe Gi
Apricot Ne
Straight Wh

Old MR BOSTO

# 378 KEY NEWSPAPERS CARRY THE ADVERTISING OF OLD MR. BOSTON ORANGE GIN

## ADVERTISING IN EVERY STATE WHERE LIQUOR ADVERTISING IS PERMITTED

Scientific selection of newspapers to help every dealer. Each advertisement TIMED to meet week-end or holiday buying. Consistent big space insertions. Tremendous localized selling power.

### PARTIAL LIST OF CITIES WHERE THIS ADVERTISING WILL APPEAR

**ARIZONA**
- Phoenix
- Tucson
- Prescott
- Douglas

**ARKANSAS**
- Little Rock
- Fort Smith
- El Dorado
- Hot Springs
- Pine Bluff
- Texarkana
- Jonesboro

**CALIFORNIA**
- Los Angeles
- San Francisco
- Oakland
- Sacramento
- Long Beach
- San Diego
- Pasadena

**COLORADO**
- Denver
- Pueblo
- Colorado Springs
- Grand Junction

**CONNECTICUT**
- New Haven
- Bridgeport
- Hartford
- Waterbury
- New Britain
- Norwich
- New London

**DELAWARE**
- Wilmington

**DISTRICT OF COLUMBIA**
- Washington

**FLORIDA**
- Jacksonville
- Miami
- Tampa
- Pensacola
- Orlando
- West Palm Beach

**HAWAII**
- Honolulu

**IDAHO**
- Pocatello
- Twin Falls
- Nampa
- Coeur D'Alene
- Wallace
- Lewiston

**ILLINOIS**
- Chicago
- Rockford
- Decatur
- Peoria
- Springfield

**INDIANA**
- Indianapolis
- Terre Haute
- Fort Wayne
- South Bend

**LOUISIANA**
- New Orleans
- Shreveport
- Monroe
- Baton Rouge
- Alexandria

**MAINE**
- Portland
- Bangor
- Waterville
- Biddeford
- Lewiston

**MARYLAND**
- Baltimore

**MASSACHUSETTS**
- Boston
- Springfield
- New Bedford
- Fall River
- Worcester
- Lawrence
- Brockton

**MICHIGAN**
- Detroit
- Grand Rapids
- Escanaba
- Marquette
- Big Rapids
- Alpena
- Manistee

**MINNESOTA**
- St. Paul
- Minneapolis
- Duluth

**MISSOURI**
- Kansas City
- Columbia
- St. Louis

**MONTANA**
- Butte
- Great Falls
- Billings
- Helena

**NEBRASKA**
- Omaha
- Hastings
- Kearney

**NEVADA**
- Reno

**NEW HAMPSHIRE**
- Nashua
- Concord
- Keene
- Portsmouth
- Laconia
- Claremont

**NEW JERSEY**
- Newark
- Camden
- Trenton
- Jersey City
- Hoboken
- Paterson
- Passaic
- Elizabeth
- Bayonne

**NEW MEXICO**
- Albuquerque
- Clovis
- Raton
- Santa Fe
- Las Cruces

**NEW YORK**
- New York City
- Buffalo
- Syracuse
- Rochester
- Albany
- Binghamton
- Rome

**NORTH CAROLINA**
- Wilmington
- Rocky Mount
- Kinston
- Wilson

**OHIO**
- Cleveland
- Cincinnati
- Columbus
- Toledo
- Dayton

**OREGON**
- Medford
- Portland
- Salem
- Eugene
- Albany
- Dalles
- Pendleton

**PENNSYLVANIA**
- Philadelphia
- Pittsburgh
- Scranton
- Lancaster
- Johnstown
- Reading
- Allentown
- Erie
- Easton
- Wilkes-Barre
- Hazelton
- York
- Hanover

**RHODE ISLAND**
- Providence
- Pawtucket
- Woonsocket
- Newport

**SOUTH CAROLINA**
- Columbia
- Greenville
- Charleston
- Spartanburg

**SOUTH DAKOTA**
- Sioux Falls
- Aberdeen
- Rapid City
- Huron

**TEXAS**
- Houston
- Forth Worth
- San Antonio
- Dallas
- Amarillo
- Dalhart

**UTAH**
- Ogden
- Provo
- Salt Lake City
- Milford

**VERMONT**
- Montpelier
- St. Albans
- Rutland
- Bennington
- Brattleboro
- St. Johnsbury
- Burlington
- Bellows Falls

**WASHINGTON**
- Seattle
- Tacoma
- Spokane
- Yakima
- Everett
- Bellingham
- Aberdeen
- Longview
- Walla Walla

**WEST VIRGINIA**
- Charleston
- Wheeling
- Huntington
- Clarksburg
- Parkersburg
- Morgantown
- Weirton

**WISCONSIN**
- Milwaukee
- Madison
- Green Bay
- La Crosse
- Oshkosh
- *Stevens Point*

**WYOMING**
- Cheyenne
- Laramie
- Casper
- Sheridan
- Rock Springs

**and 121 other large cities**

Every element is here to break records. Delicious ORANGE GIN. Gloriously golden liquor. Strikingly handsome packages. Bottles for every type of trade. Priced for large volume of sales.

This startling and tremendously powerful advertising is totally unlike any other liquor advertising ever run. Readers simply can't ignore it—nor will they want to. It cannot fail to impress every reader with the taste of this extra delicious ORANGE GIN. It will reach out and start a buying, alongside which previous "spurts" will look like slow movies. All you do is feature Old Mr. Boston ORANGE GIN in your windows and on counters,and the gold rush is on.

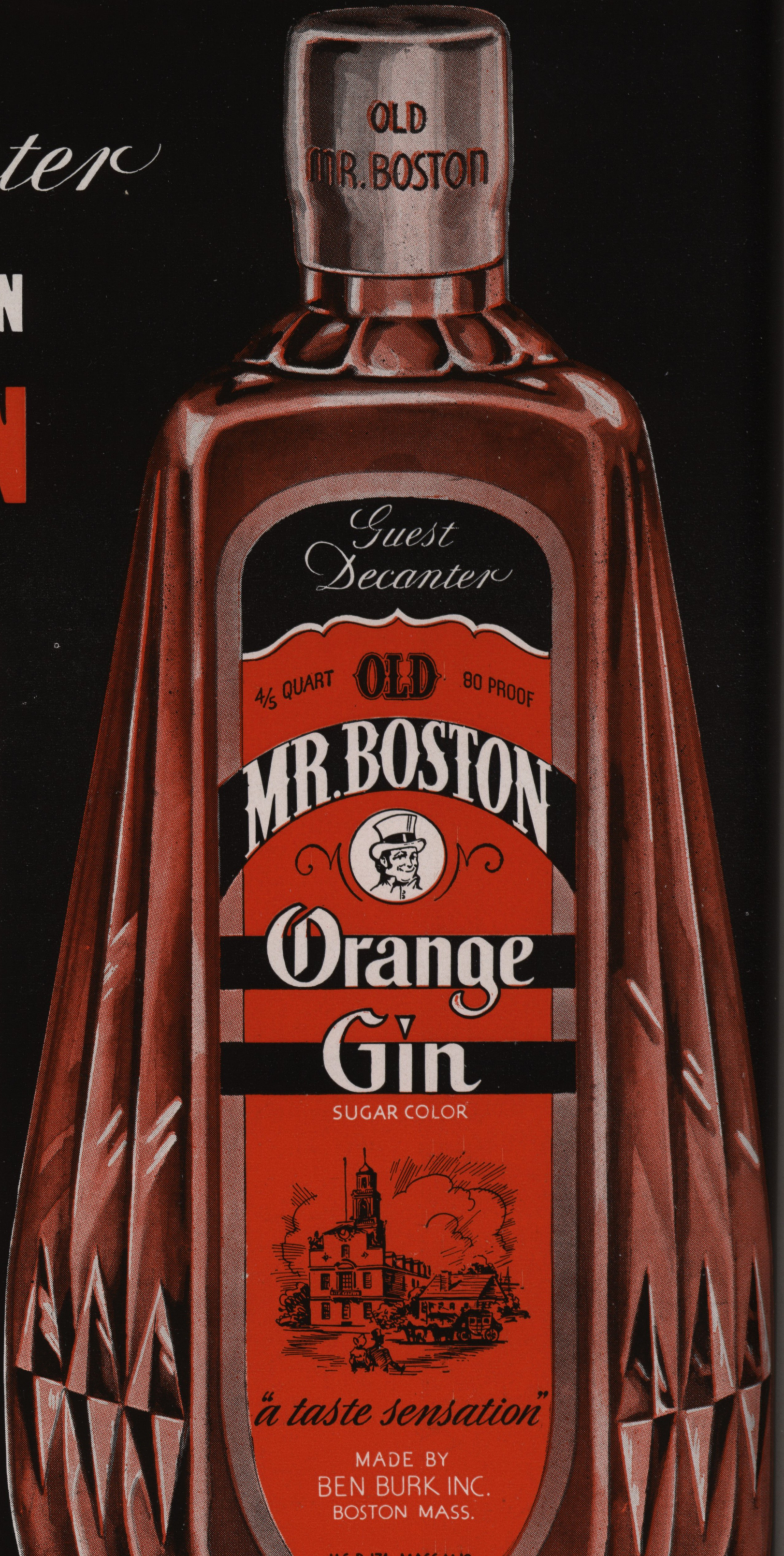
# ORANGE GIN

# AND TO CAP THE CLIMAX COMES THE AMAZING

# *Guest Decanter*

## OF OLD MR. BOSTON

# ORANGE GIN


OLD
MR. BOSTON
Guest
Decanter
4/5 QUART
OLD
80 PROOF
MR. BOSTON
Orange
Gin
SUGAR COLOR
"a taste sensation"
MADE BY
BEN BURK INC.
BOSTON MASS.
U.S. R-174 MASS. M-19
© 1935 B.B.CO.

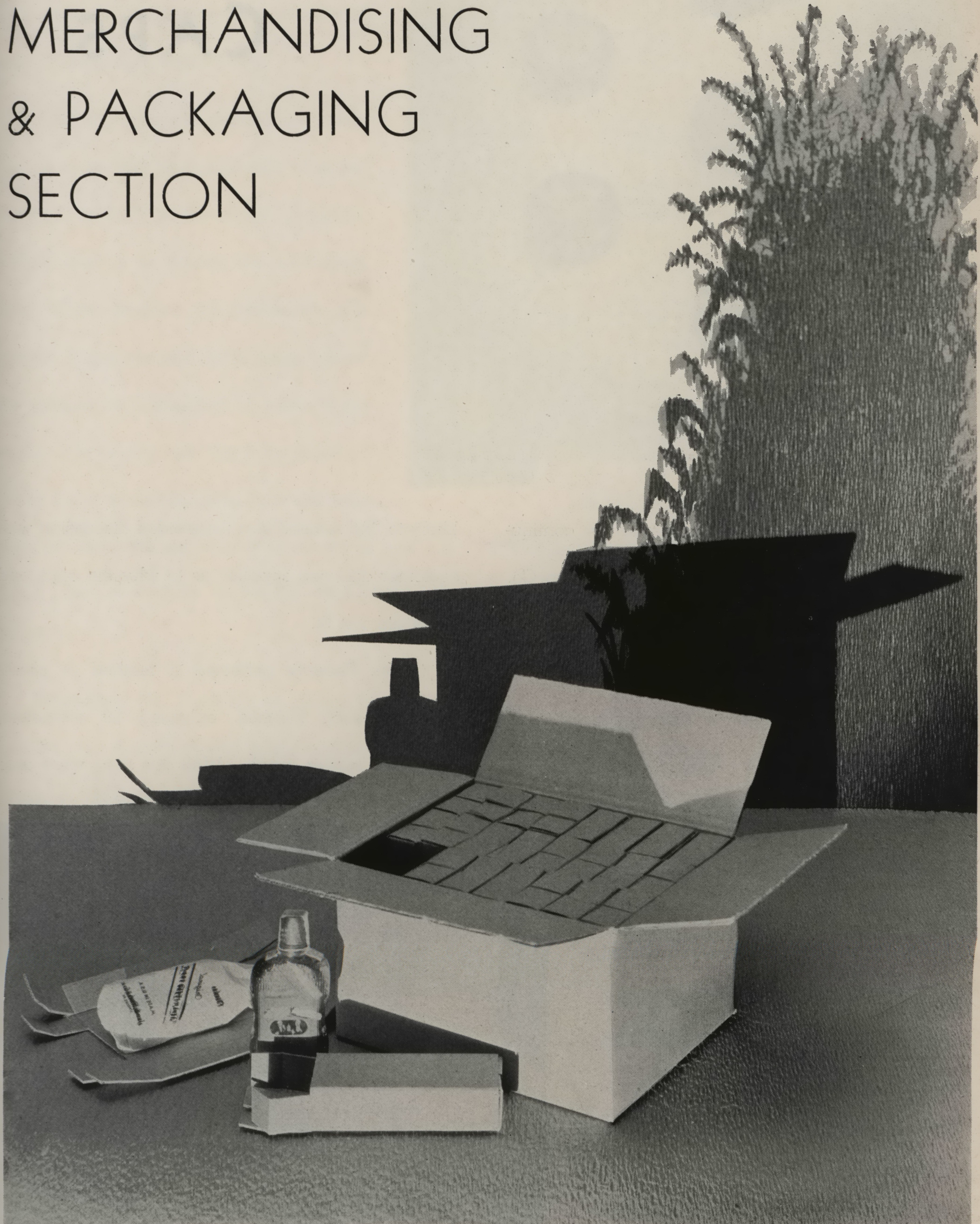
THIS specially designed, prize winning GUEST DECANTER fills the last great demand in the Old Mr. Boston package set-up . . . a true decanter for the HOME ENTERTAINING trade.

It's an expensive looking deluxe decanter, setting off this golden taste miracle to perfection, yet costs only the regular price of a fifth. This GUEST DECANTER is the first package in America specially designed and named to fit a definite group of buyers. The name and design are registered in the U. S. Patent Office.

Here's a decanter that the ideal host will be proud to use when entertaining his most welcome guest. Here's a taste sensation that delights everyone, all the time. These great sales-building features, with the complete line of Old Mr. Boston packages of ORANGE GIN, tell you better than anything else why, for the first time, the January, February and March "slump" has at last been turned into a definite sales advance. Feature—

**Old MR. BOSTON ORANGE GI**

# MERCHANDISING & PACKAGING SECTION



Individual Whisky Carton designed by The Hinde & Dauch Paper Company.

# METAL CAPS

DEEP GROTTO
TARTAN SCOTCH WHISKY
London Tower GIN
CE
KG Eton Club GIN
KIT-KAT KLUB GIN
DEEP GROTTO

As originators of the C T, or shallow continuous thread screw cap, the Phoenix Metal Cap Co. quite naturally pioneered the standardization of the glass finish, GCA No. 400. To this end it cooperated with the Glass Container Association, as well as with individual glass manufacturers.

Up until a few years ago, however, it was difficult to accurately check screw finishes of glass. Overall diameters, heights, etc., could be checked fairly well, but the pitch and contour of the thread, or its projection from the sidewall of the finish offered more of a problem. The burden of maintaining standard glass finishes rested entirely upon the glass manufacturer. And, unless he made his finishes to conform with GCA Blue Prints he was likely to find himself in a three-sided discussion with customer and cap supplier as to why the caps and glass did not fit.

*Reprinted by Courtesy Phoenix Metal Cap Co.*

Then, Phoenix perfected a method of photographing such finishes, enlarged 20 diameters, against a master graph. With this they were able

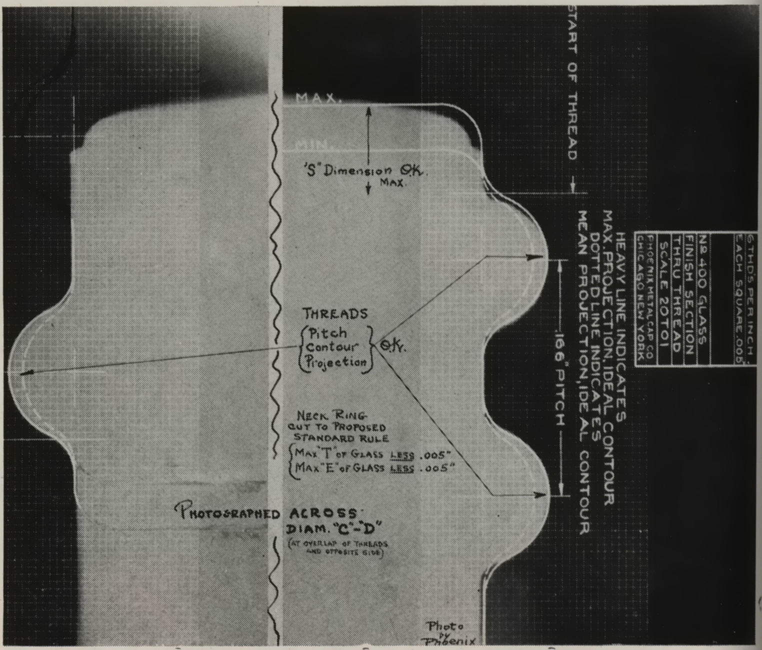

MAX.
MIN.
'S" Dimension O.K. MAX.
START OF THREAD
THREADS
Pitch
Contour
Projection
O.K.
NECK RING CUT TO PROPOSED STANDARD RULE
MAX "T" OF GLASS LESS .005"
MAX "E" OF GLASS LESS .005"
PHOTOGRAPHED ACROSS DIAM. "C"-"D"
(AT OVERLAP OF THREADS AND OPPOSITE SIDE)
.166" PITCH
HEAVY LINE INDICATES MAX. PROJECTION, IDEAL CONTOUR
DOTTED LINE INDICATES MEAN PROJECTION, IDEAL CONTOUR
Nº 400 GLASS
FINISH SECTION
THRU THREAD
SCALE 20 TO 1
PHOENIX METAL CAP CO
CHICAGO NEW YORK
6 THD'S PER INCH
EACH SQUARE .005"
Photo by Phoenix

ILLUSTRATION No. 1

to cooperate with glass manufacturers in pointing out irregularities which could not be seen with the naked eye, or measured with gauges and micrometers.

This photographic method of checking pitch, contour and projection of screw finishes, as well as the shape of master cutters used in producing the neck rings from which finishes are produced, has helped immeasurably in bringing about the present high standard of screw finish glass. It is seldom that the ware supplied today by a reputable glass manufacturer does not meet the exacting limits to which it is confined by standards followed throughout the industry.

Illustration No. 1 shows an actual photograph of a 28 mm, 6 pitch thread bottle against a master graph of GCA No. 400 finish. The almost perfect relationship between the glass finish and master graph is representative of the product which glass users and cap suppliers have come to expect, and consistently receive, from reputable glass manufacturers.

Perfect glass, however, does not mean entire elimination of sealing trouble. The cap itself, must come in for its share of consideration. How to make a screw cap so that its thread will best conform to the thread of a glass bottle, yet permit necessary tolerances, or variations, in diameter of finish established as maximum and minimum measurements, has been the constant study of Phoenix over a long period of years.

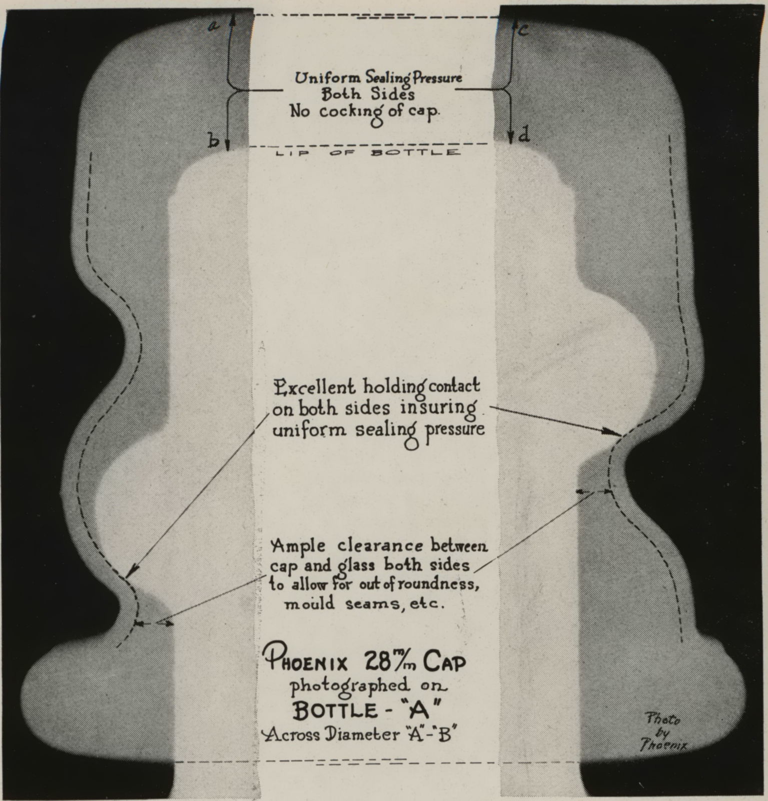

a
c
Uniform Sealing Pressure
Both Sides
No cocking of cap.
b
d
LIP OF BOTTLE
Excellent holding contact on both sides insuring uniform sealing pressure
Ample clearance between cap and glass both sides to allow for out of roundness, mould seams, etc.
PHOENIX 28 m/m CAP
photographed on
BOTTLE - "A"
Across Diameter "A"-"B"
Photo by Phoenix

ILLUSTRATION No. 2

Thus, when Phoenix perfected a method of photographing glass finishes, as previously described, it was but a short step in the application of this same principle to the photographing of both glass and caps under actual sealing conditions. Up until this time no cap manufacturer had actually SEEN his cap threads and glass threads engaged.

Illustration No. 2 shows a cap screwed on a bottle. The relationship between the cap and bottle may be closely studied. The bottle is the same one shown in illustration No. 1 and the cap is a Phoenix C T, size 28. An excellent holding contact is shown

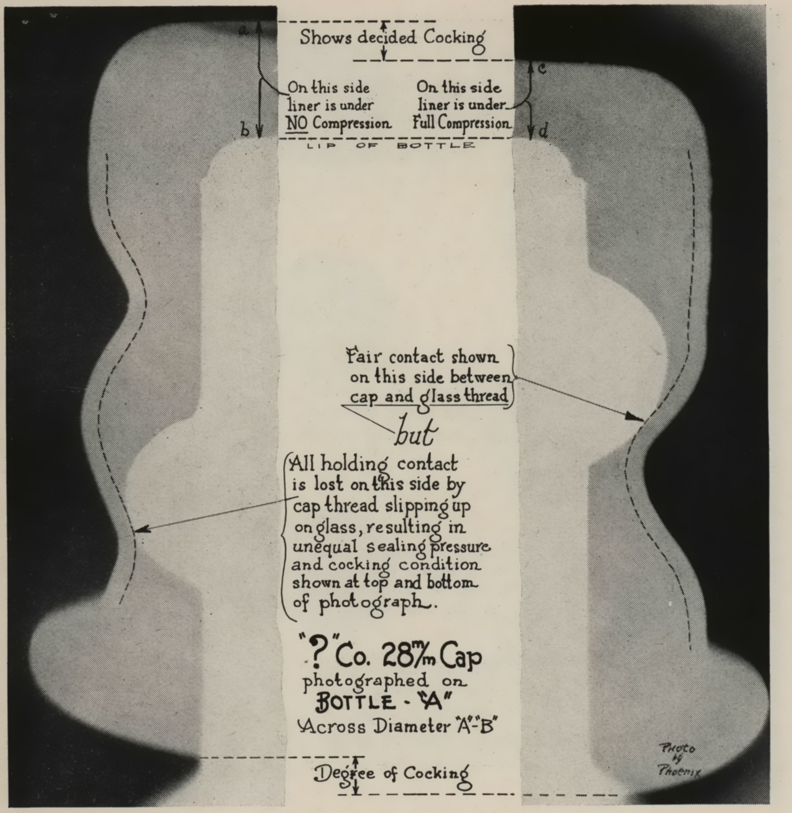

a
b
c
d
Shows decided Cocking
On this side liner is under NO Compression
On this side liner is under Full Compression
LIP OF BOTTLE
Fair contact shown on this side between cap and glass thread
but
All holding contact is lost on this side by cap thread slipping up on glass, resulting in unequal sealing pressure and cocking condition shown at top and bottom of photograph.
"?" Co. 28m/m Cap photographed on BOTTLE - "A" Across Diameter "A"-"B"
Degree of Cocking
Photo by Phoenix

ILLUSTRATION No. 3

under the threads on both sides of the bottle, yet with ample clearance between the cap threads and wall of finish to allow for irregularities. The cap comes down with a uniform sealing pressure on the lip of the bottle as is evidenced by equal distances a-b and c-d which represent thickness of liner and metal above lip of bottle. The fit is all that could be desired. Contrast the fit of this cap with that of another cap shown on the same bottle in following photograph.

Illustration No. 3 shows a typical "cocked cap" condition, even though the glass finish is known to be almost perfect. The extent of the cocking can be seen by the difference in distances a-b and c-d at top of photograph. On the left side the liner is under little or no compression, while on the opposite side the liner is under excessive compression. The cocked condition is also clearly seen at the bottom of the illustration.

The cause for this trouble is clearly demonstrated by this unique photographic method. The thread of the cap is securely engaged under the glass thread on the right side whereas, on the left side, it has slipped up on the outer face of the glass thread, which condition would be greatly exaggerated were the bottle to have a finish diameter nearer the GCA minimum.

This shows conclusively that intensive study and research must be continually carried on between the cap and glass industries, each helping the other to correct slight imperfections to an end that gives proper equipment, practical tolerances and a thorough understanding to work on, the difficulties heretofore experienced by users of their combined products will be reduced to a point where they will practically vanish.

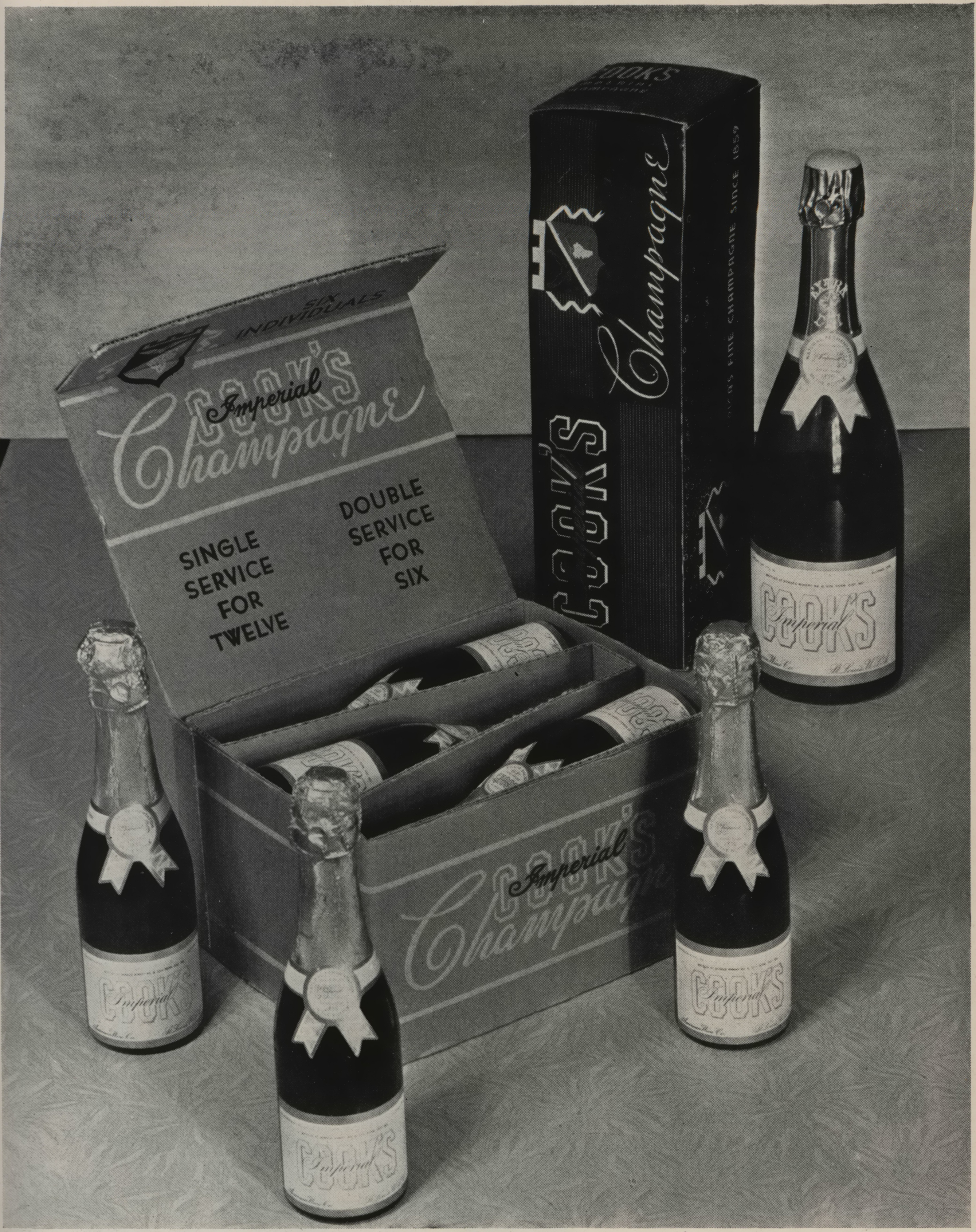
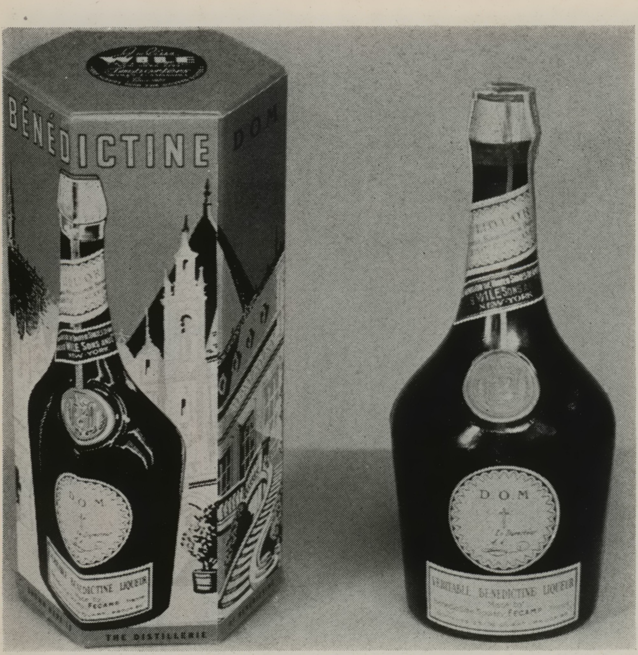

SIX INDIVIDUALS
Imperial
COOK'S
Champagne
SINGLE SERVICE FOR TWELVE
DOUBLE SERVICE FOR SIX
COOK'S
Champagne
AMERICA'S FINE CHAMPAGNE SINCE 1859
COOK'S
Imperial
COOK'S
Imperial
Champagne

*Photo Courtesy Armstrong Cork Products Co.*

Armstrong's Champagne Corks are vital units in every Cook's Imperial Champagne Package because they provide that dependable seal so necessary to the quality and preservation of the wine.

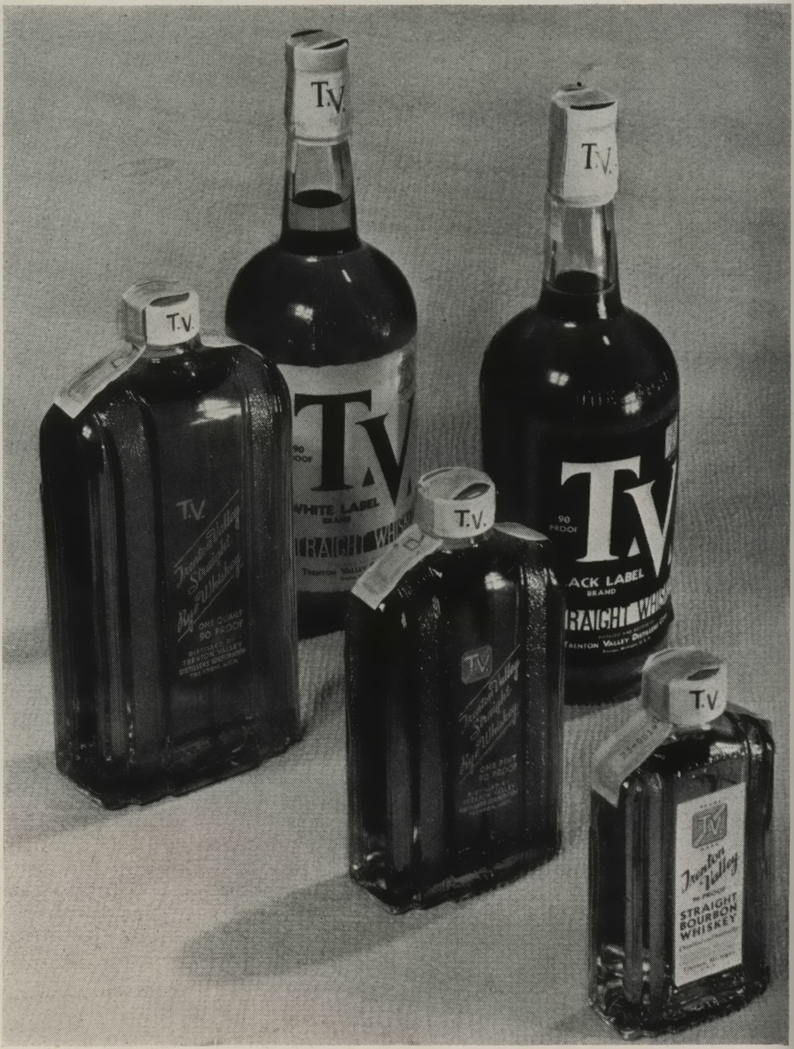

BÉNÉDICTINE
D.O.M
WILE
THE DISTILLERIE
D.O.M
VERITABLE BENEDICTINE LIQUEUR
FECAMP

Shown here is the new D.O.M. Benedictine Gift Package, designed by Julius Wile Sons & Co., Inc., sole agents for the United States, for D.O.M. BENEDICTINE, and executed by Lowe Paper Company.

The package is designed primarily for the Holiday Season but is so made that it is suitable as a gift package throughout the year. It features a large illustration of the famous bottle itself and in the background is shown the picturesque Distillerie at Fecamp, France, where Benedictine has been made since 1510.

The box is made for both the full size and half-size bottles, is printed in four colors, varnished, and most attractive.

Three different closures are used by Trenton Valley Distillers, Incorporated, Trenton, Michigan, to seal attractively designed packages. Its bar type packages are sealed with easy-to-operate Armstrong's Embossed-Top Corks, whereas specially designed Artmold Caps are used for the consumer type quart, pint and half-pint bottles. All five of its packages are provided with Wind-O-Band seals to hold the strip stamps securely in place.


T.V.
T.V.
WHITE LABEL BRAND
STRAIGHT WHISKEY
90 PROOF
ACK LABEL BRAND
RAIGHT WHIS
TRENTON VALLEY DISTILLERS
Trenton Valley
STRAIGHT BOURBON WHISKEY

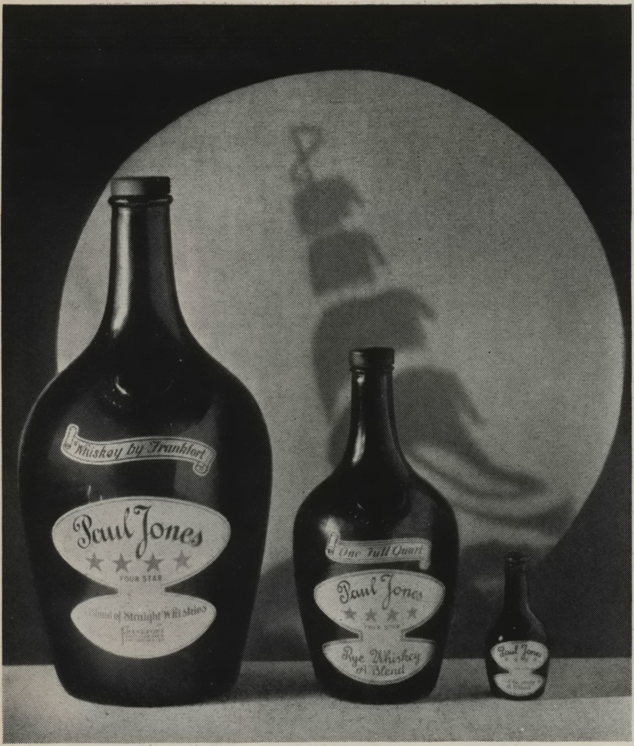
*Photo, Courtesy Armstrong Cork Products Company*

Woodbury
A Blend of Straight Bourbon Whiskies
Kentucky Dew
Straight Bourbon Whiskey
100 Proof
Granville Bourbon
Kentucky Straight Bourbon Whiskey
Taylor & Williams Distilleries, Inc.
Coon Range
Sour Mash
Kentucky Straight Whiskey
18 Summers Old
Kentucky Tavern Whiskey
Kentucky Winner
Kentucky Straight Bourbon Whiskey
Taylor & Williams Distilleries Inc.
Coon Range
Boone Cave
Kentucky Straight Bourbon Whiskey
W. W. Dant
Royal Velvet
One Pint
HART

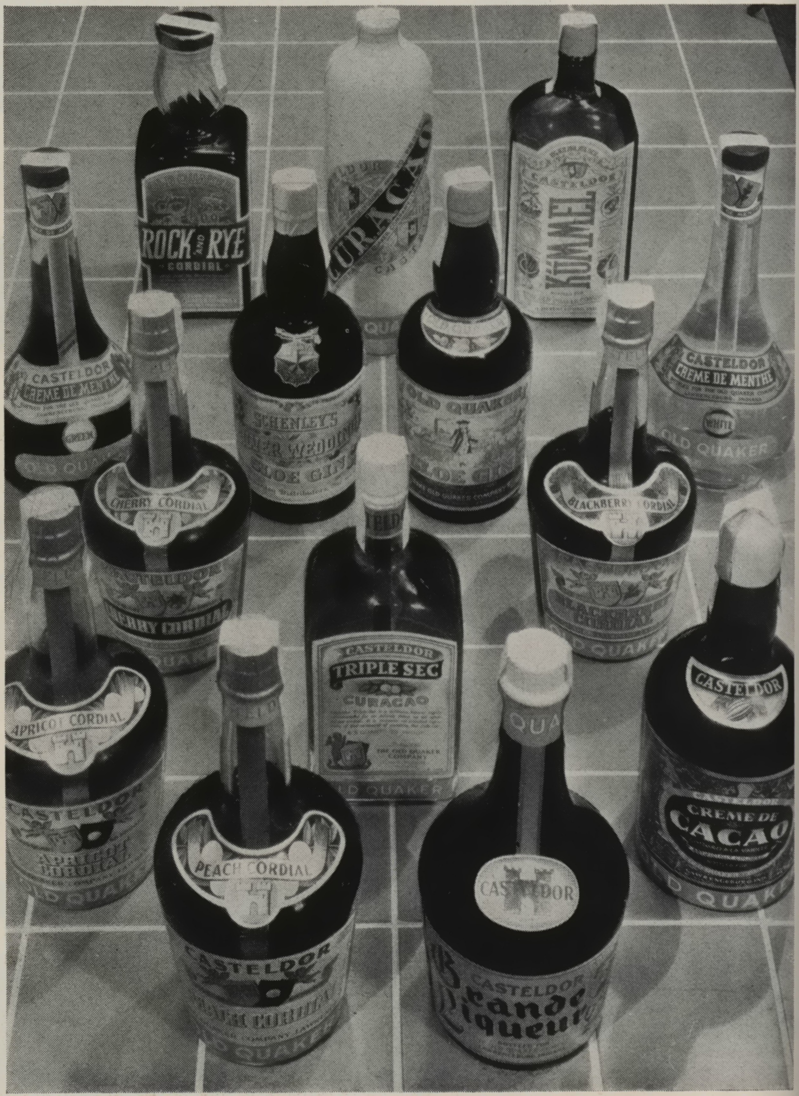
**Hart** is as well known for quality containers as Kentucky is for its fine whiskies. That's why Kentucky Distillers have used Hart Bottles for over 56 years.

**HART GLASS MANUFACTURING CO. • DUNKIRK, INDIANA**

**LIQUOR HART BOTTLES**

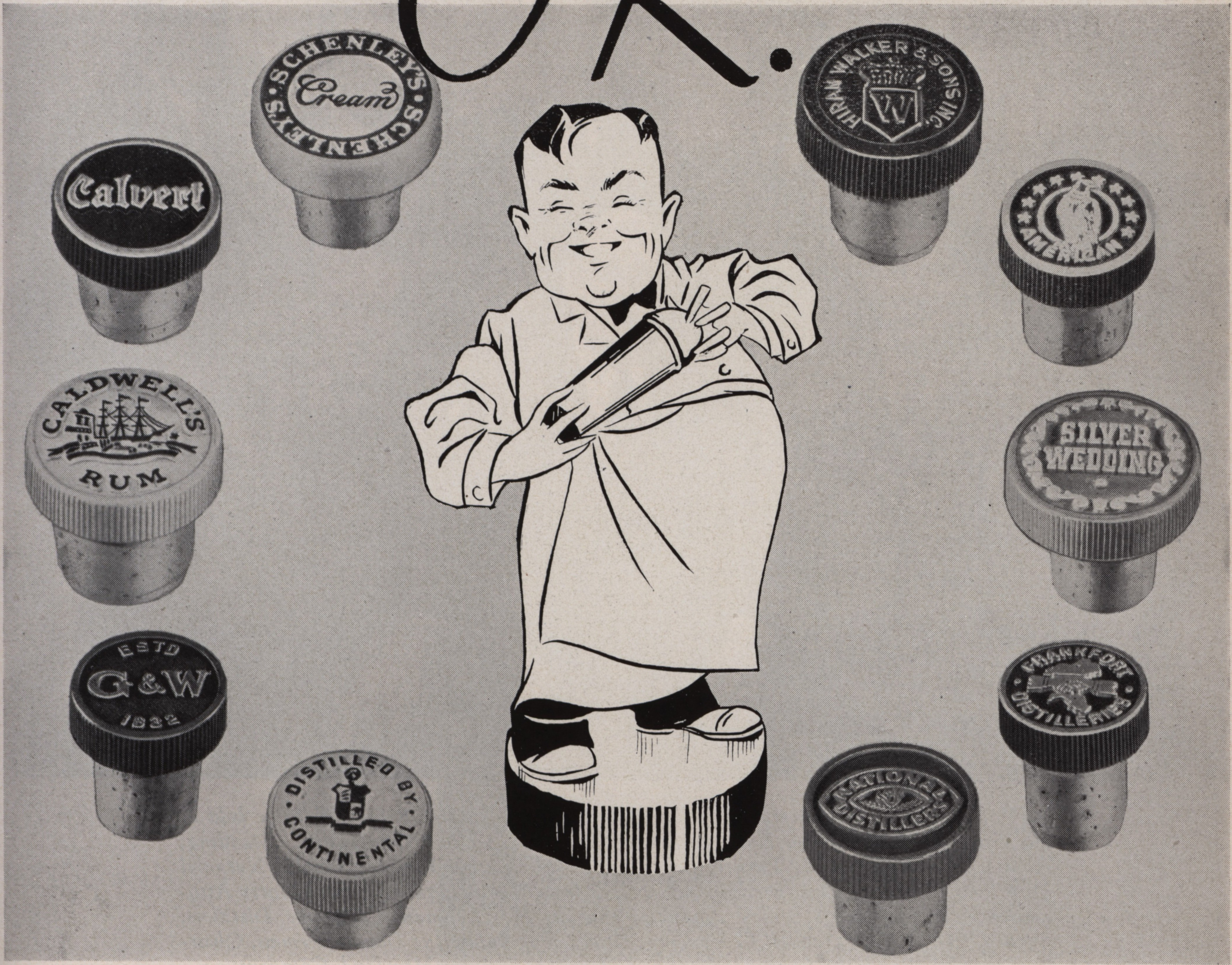

Whiskey by Frankfort
Paul Jones
FOUR STAR
A Blend of Straight Whiskies
One Full Quart
Paul Jones
Rye Whiskey A Blend
Paul Jones

The design of the Paul Jones container in its present pleasing form is a modernization of the old-time "Paul Jones" bottle. As shown here, Frankfort Distilleries, Inc., are now using this container design not only for their well-known miniature "Nips" and their regular quart size, but also for their giant gallon package.


ROCK AND RYE
CORDIAL
CURACAO
KÜMMEL
CASTELDOR
CREME DE MENTHE
GREEN
SCHENLEY'S
SILVER WEDDING
SLOE GIN
OLD QUAKER
SLOE GIN
CASTELDOR
CREME DE MENTHE
WHITE
OLD QUAKER
CHERRY CORDIAL
BLACKBERRY CORDIAL
CASTELDOR
TRIPLE SEC
CURACAO
OLD QUAKER
APRICOT CORDIAL
CASTELDOR
PEACH CORDIAL
CASTELDOR
CASTELDOR
Grande Liqueur
CASTELDOR
CREME DE CACAO
OLD QUAKER

This group of attractively designed containers used by Schenley demonstrates forcibly the effectiveness of well-selected bottles, closures and labeling in the attainment of a harmonious and sales-stimulating package.

# THEY HAVE THE BARTENDER'S "O.K."


SCHENLEY'S Cream SCHENLEY'S
Calvert
CALDWELL'S RUM
ESTD G&W 1832
DISTILLED BY CONTINENTAL
HIRAM WALKER & SONS INC.
AMERICAN
SILVER WEDDING
FRANKFORT DISTILLERIES
NATIONAL DISTILLERS

## . . . *that's one reason many leaders in the liquor field use* "EMBOSSED-TOPS"

LEADERS in the liquor industry know that the bartender's good will means added over-the-bar liquor sales. They also realize that the public's choice is influenced to a large degree by their favorite bartender's preference. As a result, today, many leading liquor packages use closures that have the bartender's "OK."—Armstrong's Embossed-Top Corks.

Amateur bartenders, as well as professionals, like the convenience of these closures. A twist turns them out, a tap puts them in—insuring a tight seal and re-seal. No chance of evaporation, no loss of flavor.

Add to these advantages the fact that Armstrong's Embossed-Top Corks are furnished with hardwood tops that may be handsomely embossed (in color) with your name or trade-mark, and that their price is reasonable, and you'll readily understand why they're the popular choice in the liquor field. For complete information, samples, and prices write today to Armstrong Cork Products Company, Closure Division, 904 Arch Street, Lancaster, Pennsylvania.

*Armstrong's*

**EMBOSSED-TOP**

**CORKS**

***The Popular Liquor Closure***

# THE 1936

*Part of the Publicity Committee of the 1936 WINE & LIQUOR SHOW to be held at the Grand Central Palace, New York City, February 10 to 15, inclusive. Standing, from left to right: J. K. Turner, Frankfort Distilleries; J. Kingsley Gould, National Distillers; Michael Curtes, President of the National Retail Liquor Package Stores Association; Paul Rugile, Schenley Products, and D. H. Fischman, Oldetyme Distillers. Sitting, left to right: Sander T. Heyman, Director of Publicity; David Herman, Chairman of Publicity Committee, and J. Griffith, Calvert-Maryland Company.*

EVERY EFFORT is being exerted by those concerned to make the wine and liquor show to be held at Grand Central Palace, New York City, February 10-15, inclusive, a memorable event.

As representatives of the two sponsoring organizations — the National Retail Liquor Package Stores Association and the National Institute of Wine and Liquor Distributors — point out, the exposition will be unique in post-repeal history in that it will be the first time that wholesalers and retailers have joined hands to put over an undertaking of any size and consequence. For that matter, the distillers might easily be included as a third division of the industry which is lending its influence to make the show a success. Indeed, it is the decision of the distillers to support the undertaking that has given it such impetus during these days when exposition managers are scurrying about for space takers.

There will be no dearth of space takers, according to Michael Curtes, president of the national retail organization. He expects every available booth to be sold by the time the opening date arrives.

No estimate of the probable attendance has as yet been given out, but the significant fact must be recorded that 25,000 souvenir programs are to be printed. The program itself, say members of the publicity committee, will be a monument of achievement. Its 24 pages will bear no advertising matter, which is no mean achievement in itself for such publications. They will contain instead interesting and informative editorial matter contributed by liquor control officials and trade paper editors. The programs will be sold.

The public, incidentally, will be allowed to attend the show, Mr. Curtes announced. Exhibitors can be expected, therefore, to vie with each other in making their booths as attractive as possible. A series of prizes will

# WINE AND LIQUOR SHOW

be awarded for superior exhibits.

Not all the activity during the week beginning February 10 will be confined to the exposition. The retail association will hold its annual convention and the National Institute of Wine and Spirit Distributors, presently in the midst of a drive for membership, will hold a convention on February 14. In addition, there will be the customary run of special parties and social functions of all kinds.

The two conventions will serve to draw to New York during the week retailers and wholesalers from all parts of the nation.

The two principal committees at work are the show committee and the publicity committee. The show committee comprises: A. G. Waldron, chairman; Samuel Match, Jerome B. McKee, Joseph A. Tapee, Joseph Kraus, Clarence P. Goldberg, M. J. MacNamara, H. I. Peffer, Harold Jacobi, and Mr. Curtes.

The publicity committee consists of David Herman, chairman; Emerson Brewer, George Mosley, K. H. Seidel, Robert Barry, J. K. Gould, John B. Turner, Sander T. Heyman, Paul Rugile, D. H. Fischman, John Stewart, E. Paul Hamilton, and Jay Griffith.

## Julius Wile & Sons

Are educational efforts by individual distributing houses worth while?

John J. Schwed, advertising manager of Julius Wile & Sons Co., Inc., believes from experience that they are.

The importing company has been issuing a weekly circular which has for its fundamental aim dissemination of information about wines and spirits. The circular, according to Mr. Schwed, is fulfilling its mission admirably.

Starting with a circulation of 250, limited to salesmen employed by wholesale companies throughout the country distributing Julius Wile imports, the weekly has now, after 30 issues, a circulation of 1,500. Many of its readers are retailers.

The expanded distribution was decided upon after salesmen reported back that retailers were manifesting a keen curiosity about the circular's contents.

Mr. Schwed said that the publication has been so successful that it is the plan of the company to continue issuing it indefinitely.

The circular is edited by Harold J. Grossman and contains from four to eight multigraphed sheets, frequently illustrated. Most of the editorial matter is instructive, providing readers with historical background for various imported wines and liquors, information about the various types of wine, vintages, the manner in which the grapes from which they are made are cultivated, the proper way to preserve and serve wines, and the like.

*Trophies to be awarded as prizes for booth exhibits at the 1936 WINE & LIQUOR SHOW to be held at the Grand Central Palace, February 10 to 15, inclusive. From left to right: third, first and second prizes, respectively.*

# THE NATIONAL INSTITUTE OF WINE & SPIRIT DISTRIBUTORS

## Is committed to a program of:

1. Encouraging and promoting relations between different branches of the Alcoholic Beverage Industry;
2. Eliminating unfair competitive practice and business methods contrary to good morals.
3. Rigid enforcement of Federal, State and Local Laws;
4. Making every effort to bring about a reduction of present liquor taxes for the benefit of the consumer, and to reduce the incentive to bootleg;
5. Conducting educational exhibitions for the welfare of the Industry and the public;
6. Developing State and Local Distributors' Associations;
7. Bringing about a realization and sympathetic interest in the distributors' problems by allied trade groups, the public and Governmental Authority;
8. Cooperating with and assisting the Federal Alcohol Administration in its efforts to regulating the Industry; and
9. Collecting statistical data and information for the use of the members of the Industry.

## Associations which participated in the formation of the National Institute are:

MINNESOTA WHOLESALE LIQUOR DEALERS ASSN.
ILLINOIS WHOLESALE LIQUOR DEALERS ASSN.
THE WHOLESALE LIQUOR DEALERS ASSN. OF THE STATE OF MARYLAND
STATE ASSN. OF THE STATE OF WASHINGTON
WHOLESALE LIQUOR DISTRIBUTORS' ASSN. OF NORTHERN CALIFORNIA
NEW YORK INSTITUTE OF WINE & SPIRIT DISTRIBUTORS, INC.
NEW JERSEY WHOLESALE LIQUOR DEALERS ASSN.
WHOLESALE LIQUOR DEALERS ASSN. OF FLORIDA
WHOLESALE LIQUOR DEALERS ASSN. OF WASHINGTON, D. C.
KENTUCKY ALCOHOLIC BEVERAGE WHOLESALE ASSN.
CONNECTICUT WHOLESALE LIQUOR DEALERS ASSN.
PENNSYLVANIA LIQUOR DEALERS ASSN.

## The Officers of the National Institute are as follows:

| | |
|---|---|
| *President:* | **MR. JOSEPH TRINER, formerly Chairman of the Alcoholic Beverage Wholesale Code Authority; President of the Illinois Wholesale Liquor Dealers Association.** |
| *1st Vice-Pres.:* | **MR. JOSEPH H. KRAUS, Treasurer, New York Institute of Wine & Spirit Distributors, Inc.** |
| *2nd Vice-Pres.:* | **MR. M. F. McCORMICK, President, Minnesota Wholesale Liquor Dealers Association.** |
| *3rd Vice-Pres.:* | **MR. J. M. TONKIN, President, Wholesale Liquor Distributors Association of Northern California; former member of the Code Authority and Alcoholic Beverage Wholesale Industry.** |
| *4th Vice-Pres.:* | **MR. BERTHOLD HEYMANN, Missouri State Liquor Association.** |
| *Treasurer:* | **MR. JOSEPH A. TAPEE, formerly Chairman Third Regional Board, Alcoholic Beverage Wholesale Code Authority, New York Institute of Wine & Spirits Distributors, Inc.** |
| *Secretary:* | **MR. ANDREW W. MERLE, President, Wholesale Liquor Dealers Association of the State of Maryland.** |
| *General Counsel:* | **MR. CLARENCE P. GOLDBERG, formerly Counsel Third Regional Board, Alcoholic Beverage Wholesale Code Authority; General Counsel, New York Institute of Wine & Spirit Distributors, Inc.** |

**The cooperation of all State and Local Associations is invited.**

**NATIONAL INSTITUTE OF WINE & SPIRIT DISTRIBUTORS**
**120 EAST 41st STREET, NEW YORK CITY** **Tel.: Ashland 4-1580**

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# ADVERTISING SIGNS

## REPORT OF WASHINGTON HEARING

THE legal right of the Federal Alcohol Administration to promulgate regulations controlling gifts of advertising signs to retailers was challenged on January 8 at a hearing on proposed rules of this kind held at the Mayflower Hotel, Washington, before Acting Administrator Harris E. Willingham and other officials of the FAA and Treasury Department.

The proposed regulations declare certain exceptions to the general prohibition contained in section 5 (b) of the FAA Act against distribution and advertising services to retailers.

J. M. Donnelley of Chicago, an attorney representing interstate shippers of beer, challenged the authority of the FAA to regulate the furnishing of signs at all. He said he based his opinion on recent decisions of the Supreme Court, apparently referring to the rulings on the AAA and the NRA. He admitted that the FAA might be able legally to control the furnishing of signs in interstate commerce "but I can't see how it can control John Jones in a given state if he wants to give a sign away."

The hearing, which lasted over three hours, was attended by about 200 representatives of the liquor, wine and beer industry, advertising companies and advertising specialty concerns.

Certain modifications of the proposed exceptions were asked by representatives of distillers. On the other hand, state liquor control officials, reciting the experience of their respective states, urged greater barriers against tied-house practices.

Questioning witnesses from the dais besides Mr. Willingham were the following federal officials: Philip E. Buck, general counsel of the FAA; John L. Huntington, deputy FAA administrator, in charge of enforcement; V. E. Simonton, general counsel of the Alcohol Tax Unit; John E. O'Neill, assistant general counsel of the FAA; E. McK. Kintz, chief of the FAA labeling section, and Ed Bowers, FAA attorney.

The session was marked by a clash between state control officials and representatives of sign interests and by an exchange of humorous sallies between Mr. Buck and Harry L. Lourie, executive secretary of the National Association of Alcoholic Beverage Importers.

Mr. Lourie ventured the belief that, under the proposed liquor advertising regulations and those pertaining to signs, it would be necessary to state the class and proof of a brand of whisky on the sign itself.

"Do you believe that the advertising regulations would really require that of signs?" queried Mr. Willingham, somewhat skeptically.

"Well, it's in the regulations and I presume that the administration's attorneys know what the law implies," responded Mr. Lourie.

DR. J. M. DORAN

"That's a pretty violent presumption," interjected Mr. Buck, amid laughter.

Mr. Lourie also tried to find out without success whether a figure, such as that of a white horse, would be classified as a sign. It appeared that the question hadn't occurred to FAA officials.

Dr. James M. Doran, administrator of the Distilled Spirits Institute, which had discussed the proposed exceptions at a meeting on the day before, offered several amendments. He said that all members but one concurred. The dissenting member felt that the regulations as proposed should stand.

Dr. Doran called for separation in the proposed regulations of the beer and liquor fields. Representatives of brewers later endorsed the suggestion heartily. All agreed that trade practices prevailing in one field do not in the other, in some instances.

"We know of no distiller who has ever had the funds with which to supply retailers with signs up to $100," Dr. Doran pointed out, referring to the proposed exception which would permit furnishing of signs up to that amount. "It might be true of brewers, but not of distillers."

He urged scaling down of the maximum cost of such signs from $100 to $5, based upon a unit cost per 1000 signs. He endorsed the $5 maximum fixed in the rules for window and counter displays as "just, proper and workable," but thought that a regulation should be added setting the maximum cost of window and counter dressing service to retailers at $2.50.

Asserting that the industry is too new to have established trade customs, he advised limiting of consumer advertising novelties to printed matter, such as recipe books and circulars, the cost of each not to exceed 10 cents. Under the proposed rules, things of value, such as pony glasses, stirring rods and cork screws, could be distributed through retailers to consumers with no other condition than that each cost no more than 10 cents.

The provision allowing gifts of pint samples to retailers was called "quite proper" by Dr. Doran, but he pointed out that certain state monopolies require samples in two-quart quantities.

He hailed the issuance of the proposed exceptions, stating that their absence has left the situation in the industry "pretty well muddled."

"We've got many people in the industry who feel that until the regulations providing exceptions are promulgated they can do as they please, with only their conscience and pocketbook as a guide," he declared.

Philip Lukin, vice president of Lawrence, Fertig & Co., New York advertising agency, was offered by Dr. Doran as an expert on the cost of advertising signs when Mr. Buck expressed a desire for such information.

Mr. Lukin testified that the discount for quantity in the purchase of signs depends upon the amount of hand work involved. On some items, there is no discount for quantity, he added.

Questioning by Mr. Buck indicated that he was interested in finding out to what extent a big purchaser of signs and other specialties would have an advantage over smaller competitors.

Asserting that 10,000 was the largest number of signs ordered by an advertiser, Mr. Lukin estimated that a person buying this quantity would have a differential of $1 per sign over the person purchasing 1000.

In the case of pencils, the cost of one of which would cost $1, the buyer of 1000 would cut the cost down to 75 cents and the buyer of 100,000 would be able to reduce the cost to 35 or 40 cents, he said.

Mr. Lourie said he felt the maximum purchase price for advertising placards should be lowered from $5, as provided in the proposed rules, to $3. He suggested that a section be added prohibiting payment to a retailer for the use of his window or counter for advertising purposes, asserting that during the operation of the FACA codes, one retailer got as much as $500 for extending such a privilege to a member of the industry. An FAA official pointed out that the present law precludes such direct payments.

He advocated an amendment to the regulations limiting sample donations to one in three months.

Nathan L. Jacobs, deputy liquor commissioner of New Jersey, was the first of the state administrators to urge greater restriction on the giving away of signs than is provided in the proposed rules. He said that outside signs especially, because they lead to tied-houses, should not be permitted to be furnished to retailers at all.

During the meeting of the National Conference of State Liquor Administrators in Cleveland last year, he recalled, the attorney general of Ohio read a paper concluding that the practice of furnishing signs "had disrupted the industry in the state."

"The tied-house must be eliminated by whatever means and no matter how drastic," he averred.

Milton S. Cox, of the Department of Liquor Control in Ohio, confirmed Mr. Jacobs' account of conditions in his state, declaring:

"It is a mistake to open the door to signs at any price. The great purpose of this new situation is to keep the brewer and retailer separated. There is an unequal ability to distribute these signs. The wealthy brewer has an advantage over the poorer one."

V. F. Gormely, of the Michigan Liquor Commission, said that his state has prohibited brand signs since July, 1934, with satisfactory results.

Other speakers at the hearing included the following: Representative Dirksen of Illinois; Fred L. Caskey, of the League of Distilled Spirits Rectifiers; Clarence P. Goldberg, of the Institute of Wine and Spirit Distributors; Marion DeVries, of the Wine Institute; Capt. Louis Montfort, of the Eastern Wine Growers Association and the Finger Lakes Wine Growers Association; Charles A. Davis, of the Crystal Manufacturing Co.; Miles Pennybacker, of the National Electric Sign Association; M. J. Flynn, of the American Federation of Labor, and M. J. Brennan, of the Advertising Specialty Manufacturers Association.

Among those in attendance were: Frederic P. Lee, Bernheim Distilling Co.; H. D. Reed, Buffalo Springs Distilling Co.; H. G. Atwood, Century Distilling Co.; Broward McClellan, American Liquor Exchange; B. B. Sibert, W. L. Welles & Sons; John F. Moore, Ahrens Publishing Co.; A. B. Wakenight, McKesson-Wakenight Co.; Allan MacDougall and R. E. Joyce, National Distillers Products Corp.; F. L. Felton, Felton & Sons; Howland Linthicum and Henry G. Thole, Seaboard Surety Co.; M. B. Williams, American Sales Co.; J. B. Gosch, Ronrico Corp.; Emmet Dougherty and Howard Jones, Distilled Spirits Institute.

Herbert Levy, F. L. Wight Distilling Co.; Frank B. Thompson and M. F. West, Glenmore Distilleries; J. M. Young, Alcohol Tax Unit of Bureau of Internal Revenue; J. William Schimmel, Wholesale Liquor Dealers Association of the State of Maryland; J. B. Langweiler, Atlantic City; Melvin D. Hildreth, Pennsylvania Distilling Co., Sherwood Distilling & Distributing Co., L. N. Renault & Sons, Burbank Winery, Bisceglia Bros. and Kienzler Distilling Co.; Thomas Eames, Glass Blowers Association of U. S.; Ammon McClellan, Washington; A. E. Hobbs, A. Guiness Son & Co.; R. T. Heymsfeld, Schenley Products Co.; J. M. Barker, Hiram Walker & Sons; C. F. Kopsiday, Capital Beverage Co.; F. F. Hope, Garrett & Co.

H. I. Peffer and F. J. Lind, Seagram-Distillers Corp.; Karl H. Seidel and M. J. Halpern, Oldetyme Distillers, Inc.; Frank R. Griffin, American Distilling Co.; E. B. Gibson, Owens-Illinois Glass Co.; Samuel O. Wynne, Continental Distilling Co.; James W. Webb, American Distilling Co.; Arnold Spencer Wohl, Chicago, and Julian P. Van Winkle, Stitzel-Weller Distilling Co.

# PROCESSING TAXES

With the Supreme Court decision holding AAA processing taxes unconstitutional, and all commercial users of grain dropping prices on grain products, some folks in the whisky industry immediately figured that there might be lower prices on whisky as a result of removal of processing taxes on grain used in distillation.

However, the processing tax on corn was but 5 cents a bushel, and on rye 30 cents a bushel. In distillation most of the formulae call for from 60 to 70 per cent corn and 15 to 18 per cent rye, with the rest barley. Figuring that yield in gallons per bushel of grain is around 4.75 to as high as 5 gallons, the processing tax only amounted to around 1½ cents, or a fraction one way or the other per gallon of whisky, largely according to the amount of rye used, and the yield per bushel the distiller is getting in gallons.

At any rate it is a relatively small part of the cost of a gallon of whisky. Furthermore, many distillers had quit paying the processing tax, or were paying it under protest, and it was being impounded for later return if the AAA was held unconstitutional.

Inquiries poured in regarding effect of the processing taxes going off. The answer is there is no effect. Spring, '36, prices were predicated on the theory that there would be no processing tax to pay. Prices posted for spring have generally been from 5 to 10 cents per gallon under those posted last July for the fall, '35, run.

In establishing these prices, which may vary somewhat one way or the other for different productions, the distillers figured as low as they had any intention of going on spring production, regardless of whether the production tax came off, and on a basis whereby they would really be too low, if the production tax did not come off. In other words—if they had to pay it—they would have to absorb it out of margins.

Distillery prices are—or have been for the past two years—generally established in units of nickels, with very few breaks into pennies, other than in lease production contracts.

Getting back impounded processing taxes isn't going to be so easy, and is hardly going to be accomplished, without paying lawyers some rather fat legal fees.

# ABOUT PLANTS

## Appointed Coffey Distributor

The Coffey Distilling Company has announced that the Samuel Freedman Corporation, Mercantile Library Building, Cincinnati, Ohio, has been appointed as sole distributors and sales agents for Coffey whiskies.

It is the intention of the Coffey Distilling Company to sell only to the trade and to bottle for them under their brands.

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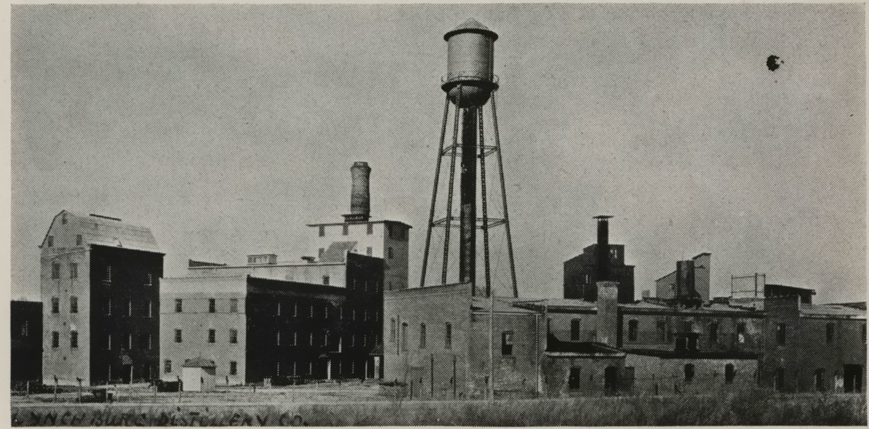

*A View of Lynchburg Distillery at Lynchburg, Ohio.*

## Acquires Lynchburg Distillery

Dr. William J. Lenz, the well known distillery chemist, has acquired the Lynchburg Distillery Company, Lynchburg, Ohio, jointly with John L. Bennet, president U. S. Manufacturing Company, Decatur, Ill. This old and famous plant was operated as the Freiberg and Workum Distillery Company from 1857 to 1917 with a daily output of 240 barrels. Dr. Lenz was made president and general manager of the company.

Re-equipment of the plant will start immediately for a daily production of 180 barrels. The distillery premises cover 25 acres with ample supply of limestone water and are located directly on the B. & O. railroad. Eighteen buildings designed for distillery purposes, of which three are warehouses, are constructed of brick on cut stone foundations with the exception of the grain elevator.

Dr. Lenz stated that several of the buildings have been completely reconditioned as is required for the installation of necessary equipment. Every improvement known to modern distillery engineers will be taken advantage of in the assembly of this plant in order to produce a choice quality of heavy bodied rye and bourbon whisky. Dr. Lenz, who has established an enviable reputation as a distillery chemist and trouble-shooter "par excellence" all over the country, stated that all the old-time conservative methods brought up to date, will be used in the whisky produced under his supervision. A complete control laboratory will be maintained at the plant. The company is capitalized at $500,000—all common stock, and plans for additional financing are progressing satisfactorily. Rehabilitation work has been going on quietly at the plant for several months. General offices for the company will be located at suite 1330-46 Starks Bldg., Louisville, Ky.

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## Sunset Distilling

Nat Goldberg, president of the Sunset Distilling Co., Chicago, visited wholesalers in New York City and Washington early this month. The company manufactures cordials.

*From coast to coast, this group of representatives of the Glenmore Distilleries Company, Inc., gathered at the Owensboro plant December 30 and 31, to study the making of whisky and discuss policies for the new year in territories where state control of liquor is in effect.*

*Barrel No.* 500,000 *at the Peoria, Illinois, distillery of Hiram Walker & Sons was filled December* 20 *in the presence of H. F. Willkie, vice-president in charge of all Hiram Walker production; Dr. J. M. Doran, Administrator, Distilled Spirits Institute, Washington, D. C.; and J. Dillon, of the U. S. Government staff at the Peoria plant. Each barrel contains* 50 *gallons, making an output to date of* 25,000,000 *gallons.*

## Acquires Walker Plant

Oldetyme Distillers, Inc., has acquired the huge Hiram Walker plant on Grove St., Jersey City, N. J., according to an announcement by Henry C. Kaplan, president. The plant has a rated capacity of 6,000 cases a day. With the addition of new machinery, it is expected that this capacity will be doubled.

"We have the largest stocks of aged whiskies on the continent," said Mr. Kaplan in stressing the expansion program of the company.

The firm has a plant at Newark, N. J., and another in Maryland, "which is now producing over 11,000 gallons of whisky a day."

Mr. Kaplan estimated that the output of the three plants will probably exceed 15,000 cases a day.

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## Alexander Young

Nothing short of prohibition or extinction of the family line could take the Alexander Young Distilling Co., of Philadelphia, out of the Young family.

This unusual situation resulted from the death-bed stipulation in 1884 of Alexander Young, who founded the plant in 1823. Just before his passing, the veteran distiller summoned his sons, who were associated with him at the plant, and made them solemnly promise that the business would never be sold outside the family but would be passed on from generation to generation in the Young family.

His scions have respected his wish. Only prohibition interrupted the steady descent of the heritage from eldest son to eldest son.

Today the company is being operated by Lewis I. Young, grand-nephew of the founder. Alexander Young's formulas are still a family secret.

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## Jas. Barclay & Co., Ltd.

Announcement has just been made that Jas. Barclay & Co., Limited, a long-established English and Canadian distiller, has entered the American market.

The company is producing a compact line of whiskies and gins, which are to be marketed under an exclusive wholesale franchise plan. Barclay is a wholly owned subsidiary of Hiram Walker-Gooderham & Worts, Ltd., with offices in Glasgow, Scotland; London, Eng.; Niagara Falls and Walkerville, Canada; and Peoria, Ill. National sales headquarters for Barclay will be at Detroit, Michigan.

Heading the Barclay sales organization are G. M. Field, as general sales manager, and J. A. Gollin, as merchandising manager. They are now appointing exclusive wholesalers and thus far have representatives for New England, Michigan, Chicago and northern and central Illinois, St. Louis and eastern Missouri, as well as listings in Ohio. Other wholesale distributors will be named as quickly as possible.

In the announcement, General Sales Manager Field said that the company will specialize in a compact line of merchandise, catering to every price range and containing only those items which move in volume. Wholesale distribution will be limited to exclusive distributors.

The Barclay line includes 7-year-old Royal Canadian, 7-year-old bonded straight rye, 7-year-old bonded straight bourbon, 18-month Gold Label Straight Whisky, Niagara Straight Bourbon, Old Portage Straight Rye, 90 Proof London Dry Gin, 95 Proof Abbot's Dry Gin, 8-year-old imported Scotch and bar special rye and bar special bourbon.

Mr. Field, who heads the Barclay organization, comes from a family which has been in the liquor business for more than 40 years. He has had close contact with wholesalers and retail dealers throughout the United States. He was made advertising manager of Hiram Walker & Sons on September 1, 1933, and was promoted to merchandising manager in February, 1935, recently being named general sales manager for Barclay. His family was connected with distilleries in Peoria, Ill., and Carrollton, Ky., previous to Prohibition.

The special bar line idea now being successfully followed by many leading distillers originated with Mr. Field.

G. M. FIELD

This idea has been outstandingly successful, from the distributor's standpoint, as well as from that of the dispenser. He also has been responsible for many effective ideas in packaging and merchandising.

Mr. Gollin has had wide experience in advertising and merchandising. As an account executive with a leading national advertising agency he gained valuable first-hand knowledge of problems of manufacturing, distribution and retailing, previous to becoming connected with Hiram Walker & Sons as assistant merchandising manager.

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### Independent Distillers of Kentucky

Another famous old distilling site in Kentucky, that of the old Sam Lancaster Distillery, near Bardstown, is now the scene of renewed activity since the new 600-bushel plant of the Independent Distillers of Kentucky began production of its heavy-bodied bourbon.

Nelson County, Kentucky, has long been known as a "sour mash" county, and it was here that Sam Lancaster and his brother, J. M., established the Sam Lancaster Distillery.

Being an extensive stock breeder, Sam Lancaster required a large corn acreage, and it was from his excess corn production that the S. P. Lancaster whisky of pre-prohibition days was distilled.

Nelson County was a favored section among old-time distillers because of its abundant supply of fine limestone water, which was recognized then, as now, as an important factor in developing an excellent aroma and taste in whisky.

The new Independent Distillers of Kentucky plant is modern and well-designed in every way, and is fully equipped with the latest types of distilling machinery. A warehouse with a capacity of 13,000 barrels is now completed.

Rupert Pletsch is president and treasurer of Independent Distillers of Kentucky; W. O. Stiles, vice-president; Harry Wolff, secretary, in Detroit. The board of directors of the corporation consists of: L. H. Haass, Grosse Point Farm, Michigan, and Messrs. Pletsch, Stiles and Wolff. C. E. Leidgen, sales manager, is in charge of the sales agency for the distillery, with offices in the Penobscot Building, Detroit.

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### Installs New Bottling Line

Mounting demand for Kentucky straight whiskies is evidenced by the new automatic bottling line just installed by the Glenmore Distillery, capable of bottling 100 bottles per minute.

KROGMAN DISTILLING CO., INC.
Old Krogman
TELL CITY, INDIANA
Lincoln Trail

Spot

A GOOD PRODUCT by its SHIPPING BOX!

● Shipping boxes today can easily reflect the quality of the product inside. A quality product, one in which the producer takes special pride, is usually packed and shipped in a box of first quality such as Hinde & Dauch produce. That is the case with the Krogman shipping box illustrated above. The basket weave pattern adds dignity and color to the outside of the box while double-double full height partitions provide ample protection inside. Hinde & Dauch offer a wide selection of corrugated fibre boxes for the shipment of wines and liquors. They are illustrated and described in the book, "How to Pack Wines and Liquors"—the coupon will bring you a copy.

THE HINDE & DAUCH PAPER CO.
708 Decatur Street, Sandusky, Ohio
Send me your book "How to Pack Wines & Liquors"

NAME ____________________
COMPANY ____________________
ADDRESS ____________________
CITY ____________ STATE ____________

HOW TO PACK WINES AND LIQUORS
THE HINDE & DAUCH PAPER CO. SANDUSKY, OHIO

### *QUOTATION MARKS*

*They legalized liquor, but we're getting soberer. Anyway, life insurance statistics indicate fewer persons will have died from alcoholism this year than last.*

*—Neal O'Hara in New York Post.*

*Maybe they call it Scotch whisky because it makes people tight.*

*—Cal Tinney in New York Post.*

*It has been stated that one of the reasons for the increase in arrests of persons driving automobiles while under the influence of intoxicating liquor was the fact that the state has greatly increased its police force.*

*That point should be stressed. Prior to the increase in the state police personnel some months ago, there were many counties in which the only law enforcement agencies were the deputies sheriff and the constable. Most of their attention, and properly so, had to be devoted to other law enforcement problems than persons driving cars while intoxicated.*

*All right-thinking persons are agreed that this menace to the highways must be eliminated, but there is little basis of fact in the statement that there are more violations now than prior to repeal. We are just apprehending a larger percentage under our new methods, that's all.*

*—Morgantown (W. Va.) Dem. News.*

*It will be good business judgment on the part of all engaged in the liquor business to co-operate with the authorities to the fullest extent in forwarding the cause of temperance.*

*Present conditions for the retail sale of various liquors are far from satisfactory in many states, and there should be universal co-operation toward the enactment of efficient control laws, and their enforcement.*

*In no other way can we expect to eliminate the evil conditions brought over from the prohibition era, and start the country back on the road to national temperance.*

*—Atlanta (Ga.) Constitution.*

## Brown-Forman

The Brown-Forman Distillery Company, Louisville, on January 9, began using the ground floor of a new 50,000 barrel warehouse, of six floors of 8,200 barrels each, at its plant at 18th and Howard streets.

The interesting part of this use is that only the first floor has been completed; but it is a bonded warehouse in itself, and No. 2 and additional floors will be bonded as finished. The Internal Revenue Department gave permission to bond and operate the floors as finished.

This warehouse is unique in that it is built of reinforced concrete, hollow brick shell, floored at intervals of 16 feet, sprinklered throughout and burglar alarmed, and is so constructed that the elevator running to each floor, has no connection directly into the floors, but merely via a locked passageway.

It is understood that the completed building will have the lowest insurance rate of any whisky warehouse in the state, figuring around 7 cents per $100 of valuation, on building and contents.

Another warehouse of the same type and size will adjoin this one, provision having been made to hook it on when concrete and steel was laid for this one.

One elevator will serve both warehouses, and save the expense of a second elevator.

In connection with the sprinkler system a 150-foot tower will be erected, on which will be placed a 75-foot water tank, in a facsimilie of the quart-sized Old Forester bottle, which will also be illuminated at night.

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## Churchill Downs Resumes Operations

The Churchill Downs Distilling Company, Louisville, with plant at Smith's Switch, near Boston, in Nelson County, resumed operations January 1, after having been down since mid - September when shortage of water forced cessation of production.

The plant is producing 40 barrels of whisky a day, and is planning to enlarge capacity to 80 barrels daily at an early date to meet demand for its high quality, sour mash, bourbon whisky.

In view of the fact that its early 1935 whisky is now a year old, and there is an increasing demand for distillery bottling of its product, a bottling house is also to be installed.

Last summer the company doubled the capacity of its warehouse, but will have to construct another warehouse within the next few months.

Charlie Muir, the company distiller, before prohibition made Old Grandad, at Hobbs, Kentucky, and later operated distilleries in Canada, Baltimore, and elsewhere.

Freed & Stern, Inc., 10 S. LaSalle St., Chicago, are the Central States representatives for Churchill Downs.

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## Elected Director

Alfredo G. Siegert, managing director of Angostura Bitters (Dr. J. G. B. Siegert & Sons), Ltd., Port of Spain, Trinidad, B. W. I., has been elected a director of the Angostura-Wupperman Corp.

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## Hiram Walker-G. & W. Debentures

The investment public quickly absorbed $8,000,000 of 10-year 4¼ per cent convertible debentures of Hiram Walker-Gooderham & Worts, Ltd., and Hiram Walker & Sons Distilleries, Inc., offered on Jan. 2. Offered at 100, after a few minutes of trading the bid price soared to 106. The debentures are due on Dec. 1, 1945.

Proceeds of the issue will be applied to payment of bank loans incurred to finance the construction and operation of the plant at Peoria. Of the net proceeds, $7,450,000 will be used for this purpose and the balance for general corporate purposes.

The debentures will be convertible at any time into common stock of the parent Canadian company.

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## Clinton Distilleries

Reopening shortly of the Clinton Distilleries, Inc., was reported this month in Clinton, Mass., where the plant, which has been closed for several months, is located.

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## Advertising

Rep. Roland D. Sawyer has filed a bill with the Massachusetts House of Representatives designed to halt the use in advertisements of pictures showing any person or character drinking liquor. The measure was introduced after the appearance of liquor advertising depicting Santa Claus drinking whisky.

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## Correction

In the December issue of MIDA'S CRITERION, page 53, we published a news story concerning the Kentucky Valley Distilling Company, Inc., in which the name of the company's secretary-treasurer was incorrectly given. His name should have appeared as H. G. Whittenberg instead of W. G. Whittengerg.

## CODES

While to the rest of the country, the FACA codes and code authorities have become simply a fond recollection or a harrowing memory, as the case may be, to Massachusetts they are still a live, present-day issue.

An involved court procedure in connection with the liquidation of the Second Regional Board, springing from a dispute over a claim for services entered by a code officer, has kept the FACA system in the forefront among wholesalers of that state.

The claim was made by Frank Coleman, chairman of the regional board, for services rendered while in office. Superior Court Judge Gray awarded $1,000 to Mr. Coleman on the claim in a liquidation order handed down during November.

H. C. Lynch, receiver for the Second Regional Board, sent a letter to wholesalers in the district announcing that $12,846 or 26 per cent of the entire amount paid in by members in code assessments, was ready for distribution. Two weeks later, he dispatched a second letter stating that distribution of refund checks would be delayed by a court action.

What happened was that William Zakon, of William Zakon & Sons, Inc., reputed to be the second largest wholesaler in New England, filed notice of appeal in the Supreme Court from the order of Judge Gray.

Asserting that he had learned that Mr. Lynch was Mr. Coleman's brother-in-law, Mr. Zakon said that he felt the award to the regional board's chairman was unjustified since the terms of the code specifically precluded payment to regional board members for other than traveling and incidental expenses.

Joined by Joseph Balter, of the Bay State Wholesale Liquor Co., and Charles P. Hurley, Mr. Zakon requested that Judge Gray review his finding in the light of the evidence supplied in the code which, he contended, was not originally furnished. The request was granted and late last month Judge Gray struck from his original order the $1,000 award to Mr. Coleman. He approved a claim of $1,200 filed by Mr. Lynch for receivership services.

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## Advocate Abolition Export License Fees

Abolition of export license fees for wholesalers was advocated in a resolution recently adopted by the New Jersey Wholesale Liquor Dealers Association at a meeting in the Newark Athletic Club, Newark, N. J. It was asserted that, with the state assessing a fee for even the return of a case of liquor to an out-of-state distiller, the export license imposes an unnecessary hardship upon New Jersey jobbers.

The organization also passed resolutions demanding elimination of special import licenses for retailers, a curb on retail license transfers which result in frauds upon wholesalers and legislation limiting the number of retail outlets.

Officers of the organization are: Henry Gillhaus, Gillhaus Beverage Co., president; Morris H. Klein, Halsey Beverage Co., secretary; J. B. Langweiler, Robinson Supply Co., first vice president; Philip Greenspan, Greenspan Bros., second vice president; Arthur McCaig, F. D. & M. Beverage Co., treasurer.

The executive committee comprises: Sonny Levin, Joseph H. Reinfeld, Inc.; Emil Helfer, Consolidated Liquor Distributors; H. Harry Lippe, Essex Distributors; J. D. Thompson, and James J. Clark.

Are you neglecting this LOW COST advertising medium?
100 PROOF
ESTABLISHED 1785
YOUR OWN
BRAND
Straight Whiskey
YOUR OWN
Distilled by
YOUR OWN DISTILLERY,
YOUR ADDRESS

**IN the liquor industry, whose 1935 advertising bill will reach twenty-five millions, many firms are missing one of advertising's best and cheapest bets—advertising at the point of sale with *attractively cartoned* merchandise. Manufacturers in the drug and grocery line have found that cartoned merchandise outsells any other—and A.C.M. wholeheartedly believes that the distiller who first cartons his goods with real window and shelf appeal will get more than his share of the consumer's dollar.**

**A.C.M. has a complete Art and Creative Department that can develop outstanding package designs for your product. Phone or write and a representative will call to discuss your package problem without obligation.**

**AMERICAN COATING MILLS INC.**
**CARTON DIVISION**
**ELKHART, INDIANA**

NEW YORK
22 East 40th Street

ATLANTA, GA.
William Oliver Building

CHICAGO
Wrigley Building

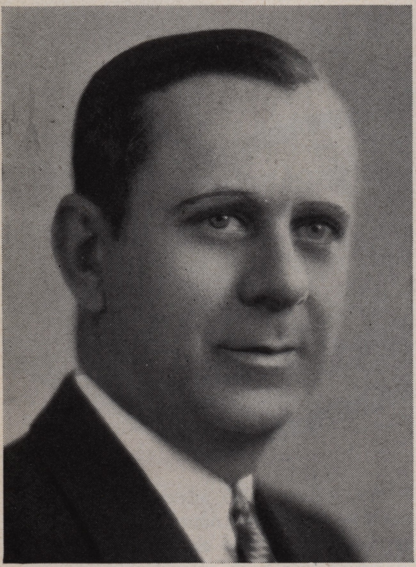
# ABOUT PEOPLE

## George H. Yost

George H. Yost, formerly of Brown-Forman Distillery, has been appointed general sales manager of Shepard J. Goldberg, Inc., New York City wine wholesaler.

## Julian L. Tubman

Brown-Forman Distillery Company of Louisville, Kentucky, has announced the appointment, effective January 10, of Julian L. Tubman as manager of Brown-Forman's Chicago office. Tubman will direct sales in the Chicago area of Brown-Forman's complete line of Kentucky straight whiskies—Old Forester, Bottoms Up, King of Kentucky, Brown-Forman's special bar whisky, and recently-introduced Early Times. Prior to his appointment to Brown-Forman, Tubman was, since repeal, Middle West Divisional Manager for Browne-Vintners, Inc.



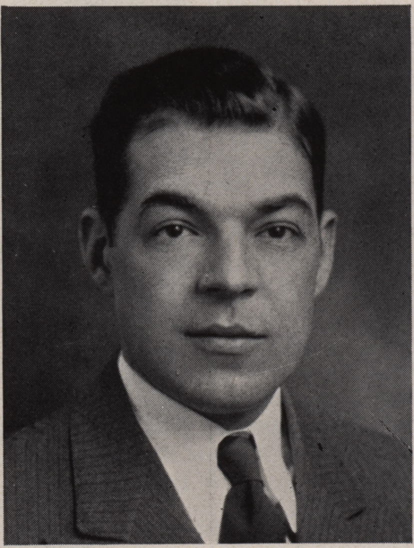
JULIAN L. TUBMAN

"Mr. Tubman comes into our organization with an outstanding record as a liquor merchandiser," says Vertner D. Smith, Brown-Forman sales manager. "The trade is generally familiar with his accomplishments as Middle West Divisional Manager for a top-quality line of imported liquors—all sales leaders in their fields."

## Michael J. Bove

Michael J. Bove, president of Granada Vineyards, Inc., Cambridge, Mass., has left for the Pacific Coast where he will spend two months selecting wines for the New England and New York trade of the company. During his stay, his headquarters will be at the California office of Granada Vineyards, 330 Battery St., San Francisco.

Before his departure, Mr. Bove announced several personnel changes. John A. Furey has been placed in charge of Connecticut sales, succeeding Frederick Spadoni. Edward Hildebrandt, now covering Massachusetts with Edward McLaughlin, will be sent to Rhode Island shortly. He will be succeeded in Boston by Morton Ladge.



MICHAEL J. BOVE

## Albert M. Simons

Albert M. Simons has resigned as executive director of the National Retail Liquor Package Stores Association, Inc., it was announced this month by Michael Curtes, president. He will devote his full time to his position as manager of the Wine and Liquor Show to be held at Grand Central Palace, New York City, Feb. 10-15.

John J. Connolly has been appointed executive office manager of the organization, Mr. Curtes said.

## Appointed National Field Manager

George W. Hipple, Metropolitan Chicago Sales Manager of Schenley Distributors, Inc., has been appointed National Field Manager of Schenley Distributors, Inc.

Mr. Hipple made an outstanding record in the Chicago office for the Schenley organization and will now make his headquarters in New York. One of the first things Mr. Hipple will inaugurate, in his new capacity, will be the Schenley School for Salesmen. This school, according to Louis E. Golan, Mid-West Division Manager of Schenley Distributors, Inc., "will be designed to teach our distributors' salesmen the vital facts about whisky production in order to make them more valuable to their retail and tavern accounts."

Plans for the school are now in the making, according to Mr. Hipple, and it will begin functioning within a very short time.

Julius Trock has been appointed to succeed Mr. Hipple as Metropolitan Chicago Sales Manager.

## Lemuel R. Boulware

Lemuel R. Boulware, formerly sales manager of the Easy Washing Machine Co., has been elected director, vice-president and general manager of the Carrier Engineering Corporation, air-conditioning manufacturer of Newark, N. J.

## T. M. Mabry

J. W. Flood & Company, Louisville, has announced that T. M. Mabry has again been placed in charge of the distribution of Kentucky Brook whisky in the southwestern part of the country with headquarters at Albuquerque, New Mexico.

T. M. MABRY

Mr. Mabry is one of the few old-timers who is still with us and confines his efforts to the handling of certificates for straight bonded whiskies.

# A SLOE GIN of QUALITY and How to Make It . . .

**There is a definite and permanent market for Sloe Gin. But if you want a profitable share, from now on, you must have quality Sloe Gin to sell.**

**Genuine Sloe Gin is a delightful beverage sure to regain and hold its place in popular favor.**

**We have developed a guaranteed True Sloe Berry Extract very highly concentrated. By adding a surprisingly smal quantity of this Extract to your base you capture the alluring and delightful taste of real Sloe Berries.**

**Let us suggest how to make a trade-winning Sloe Gin—one that will mean lasting and profitable business for you. There is no obligation.**

**CORDIAL AND LIQUOR FLAVORS**
**TRUE FRUIT EXTRACTS**
We have a complete line, all of sterling quality.

**BLENDERS, CLEANSERS AND CLARIFIERS**
for whiskies, gin, etc. We tell you how to use these successfully.

**CARAMEL COLOR — OAK EXTRACT COLOR—CERTIFIED COLORS**
for crystal clear results.

***Our laboratories offer you the benefit of our 80 years of experience. Consult us. There is no charge.***

***Samples of our products gladly sent to responsible inquirers without charge.***

**ALEX FRIES & BRO., Inc.**
312 E. SECOND ST., CINCINNATI, O.

**FRIES & BRO.**
92 READE STREET NEW YORK, N. Y.

AN 80-YEAR OLD INSTITUTION

## William F. Knebelkamp

The distilling industry, and particularly Kentucky distillers, were shocked by the death on December 31 of William F. Knebelkamp, at his home in Prospect, near Louisville.

Mr. Knebelkamp, affectionately known to his friends as Bill, was considered by many of his associates, the greatest distiller in the country. His lifetime of experience extending from 1892 to the time of his death entitled him to this recognition and with his passing the industry loses one of the most able and colorful figures in its territory.

Mr. Knebelkamp was born May 13, 1871, at Louisville, Kentucky, and was first engaged in the whisky business in March, 1892. His early distillery experience was gained under the expert instruction of James Wathen of the famous Wathen family of distillers. First employed in the meal room, Mr. Knebelkamp's rise was steady through the ensuing years, his various activities including the supervision of the distilling operations of some 57 distilleries in the United States and Canada.

For more than a decade Mr. Knebelkamp was associated with R. E. Wathen and Company of Louisville, operated by Messrs R. E. Wathen, O. H. Wathen, Sr., and J. B. Wathen, Jr., nephews of his first boss, James Wathen. Later, in 1927, when the American Medicinal Spirits Company, subsidiary of National Distillers Products Corporation, was organized and R. E. Wathen and Company became part of that organization, Mr. Knebelkamp was made supervising distiller for their plants and remained actively engaged in that capacity until his death.

W. F. KNEBELKAMP

He was admired and respected alike by those who worked under him and under his direction, and his absence will be keenly felt by his many friends and associates.

Mr. Knebelkamp was also well known as a sportsman, being president of the Louisville Baseball Club and operating a thoroughbred stable known as Winona Farm.

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## Major L. Roberts Walton

Major L. Roberts Walton has been appointed metropolitan New York representative of the Urbana Wine Co., of Hammondsport, N. Y. Formerly he represented the domestic wine division of McKesson & Robbins, Inc., and L. N. Renault & Co. Prior to prohibition he represented the Mumm Champagne & Importation Co. in New York City. He is commander of the Veterans of the Ninth Regiment Association.

## A. N. Loeb to Ben Burk

Ben Burk, Inc., distillers of old "Mr. Boston" Fine Liquors, has announced the appointment of A. N. Loeb as Art Director. Mr. Loeb's appointment is of decided interest to the trade because he brings with him 25 years of experience with national organizations. He has formerly been Art Director for several national lithographers and advertising agencies. His superb ability, as demonstrated on many national accounts, has brought him wide recognition.

A. N. LOEB

Mr. Loeb assumes complete direction of the Old "Mr. Boston" large staff of artists. He will devote his time principally to the creation of package design and window displays, a field in which his accomplishments have won much acclaim.

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## Albert M. Miller

Albert M. Miller. descendant of a family of cordial manufacturers going back two generations, has joined the staff of Arrow Distilleries, Inc., as sales representative in New Jersey and other eastern states.

George Kaplan, in charge of the company's sales in metropolitan New York, and I. Herbert Silk, in charge of sales in upstate New York, were in Detroit early this month to assist in the preparation of 1936 selling plans.

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## Elected Vice-President

Edwin M. McIlvain of New York was elected this month vice president of "21" Brands, Inc., New York City importing house. Other officers are Francis T. Hunter, president, and Charles A. Berns, secretary-treasurer.

Mr. McIlvain has been identified with the liquor business since the repeal of prohibition and has been associated with "21" Brands, Inc., for about a year. He is widely known in commercial and social circles in the United States and Europe, largely through his prominent identity for 11 years with the Guaranty Trust Company in New York and Paris. Mr. McIlvain is a graduate of Princeton University, class of 1918, and served overseas in the Navy during the war. His father was the late Edwin M. McIlvain, former president of the Bethlehem Steel Corporation.

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## Louis E. Spellman

Louis E. Spellman, widely known and beloved rectifier, died on January 7 at his home, 44 Larchmont Place, Larchmont, N. Y. He was 63 years old. News of his death shocked his many friends in the trade, a number of whom knew him when he first entered the liquor business in 1892 in the firm founded in 1884 by his father, the late Emanuel L. Spellman, after whom the company was named.

LOUIS E. SPELLMAN

In addition to heading the E. L. Spellman Co., Inc., the deceased was president of the Spellman - Samuel Wine Corp., both of New York City. The latter company was organized last year through a merger with Stanford Samuel, prominent wine maker. The two firms operate separately.

Mr. Spellman had been active in organization affairs since repeal. Only a few months ago he was elected president of the National Wholesale Wine and Liquor Dealers' Association, an organization with which he had been actively identified before prohibition. During the operation of the FACA, he served as a member of the code authority for his industry. He also held important posts in the Wholesale Wine and Spirit Merchants' Association of New York.

During an illness of several months prior to his passing, Miss Gladys R. Spellman, one of two surviving daughters, represented him in the affairs of the national organization and his private business. Miss Spellman has been actively associated with the E. L. Spellman Co. since repeal in an executive capacity.

Mr. Spellman was a liberal contributor to various charitable funds and institutions. He had been a leader of the wine and liquor division of the Federation for the Support of Jewish Philanthropic Societies since 1924.

In March, 1929, he was chairman of a committee of stockholders of Loft, Inc., that won its fight to elect a new board of directors and to assume control of the $10,000,000 company.

He was born in New York City and was graduated from City College. He belonged to the Oak Ridge Golf Club, the Masons, the Elks and the old Columbia Club.

Surviving besides Miss Spellman are a widow, the former Josephine Weiss; a second daughter, Mrs. Charles S. Rothenberg; his mother Mrs. Rachel Spellman, and a sister, Mrs. Aaron Kodziesen.

Funeral services were held on January 10 at the Free Synagogue House, New York. Mr. Spellman was buried at Mt. Hope Cemetery, Westchester County, New York.

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## R. H. Crane

R. H. Crane, for the past three years advertising and sales promotion manager of the Liquid Carbonic Corp., has just been advanced to the position of assistant general sales manager of the corporation. While Mr. Crane's responsibilities are greatly increased and his duties enlarged, he will still retain control over all sales promotion and advertising activities for the company. George T. Jahnke has been advanced to the title of advertising manager.

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## John F. Moore

John F. Moore, formerly acting general counsel of the FAA, has entered into a law partnership with Stanley Suydam, with offices at 911-916 Barr Building, Washington, D. C.

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## Robert W. Marks

Robert W. Marks, formerly advertising manager of the Schenley Import Corp., has joined the Lawrence C. Gumbinner agency in an executive capacity.

## Julius Marcus

Following a conference in Washington with FAA officials, Julius Marcus, well known cordial man, reported in New York that the government's labeling and advertising regulations for liqueurs and cordials would be satisfactory to both rectifiers and the public.

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## K. Taylor Appoints Frank Loveland

The appointment of Frank Loveland as vice-president of the K. Taylor Distilling Company of Frankfort, Kentucky, brings another powerful ally into the ranks of distillers who are laying emphasis upon the distribution of bulk whisky as the means of restoring pre-prohibition prosperity to members of the rectifying, wholesale and retail liquor trades.

A leading figure in the whisky trade before and since prohibition, Loveland grew up with the Green River Distilling Company at Owensboro, Kentucky, as representative west of Denver. At repeal, he opened the Chicago office of the Brown-Forman Distillery Company and promptly established an outstanding record in bulk whisky as well as case goods sales.

FRANK LOVELAND

Says Mr. Loveland: "As present members of the whisky trade, from wholesaler to retailer, learn the many important advantages of buying whisky in bulk, with privilege either of distillery or local bottling by reliable warehousemen and rectifiers, sales and distribution of bulk whisky through warehouse receipts are certain to become universal trade practice, even as before prohibition.

"Recently I've heard some comment that production was proceeding at too rapid a rate and this would react unfavorably upon values of whiskys now being made.

"What I would like to ask critics is this question:

"Given the problem of arranging to supply the nation with 70,000,000 gallons of four-year-old whisky as quickly as possible, and to supply 70,000,000 gallons each year during the years intervening at one, two and three years old, how many gallons must the industry make over and above current withdrawals?

"Until we get at least as much whisky laid away for aging as we had before prohibition, it is certain that the industry must continue to produce with full capacity available. According to present rate of production and consumption, the start of the new year will still see us about 50,000,000 gallons short of the pre-prohibition reserve for aging of around 245,000,000 gallons, and so there would be distinct detriment to the future of the industry and its service to the public to slacken production to a rate commensurate with estimated annual demand four years hence, until this shortage has been made up sometime in late Spring or early Summer of 1936.

"Most of the whisky now being made is not intended, of course, for consumption four years hence but is expected instead to be consumed at the ages of one, two and three years. This fact in turn calls attention to the need for scrutinizing carefully the quality of whisky offered, if buyers are to be safe both in their investment and in the reputation and trade that they are seeking to establish four years hence.

"In choosing whisky for aging, quality and character of the goods must be studied further in the light of present drinking habits, which, due to cultivating and civilizing feminine influence now so manifest in all places of public entertainment, have changed materially since before prohibition. Today, with the mixed drink so generally in vogue, no whisky can hope for ultimate and permanent place in the top rank that will not stand considerable dilution without loss or change of flavor in highballs, old fashioneds, whisky sours and the myriad other whisky drinks. And as a result never before has there been so much emphasis on need for whisky that is really rich and full bodied, if it is to be rated as good enough for aging.

"In addition, of course, careful account must be taken of the reputation and standards of the distiller, as measured by his previous history and experience and his present performance, as demonstrated in the standard and quality of his output and the class of trade he is attracting to himself. And last but not least there is financial strength, as guarantee of future stability both of quality and supply."

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## Milton E. Carter

Milton E. Carter has been appointed assistant to the Commissioner of Internal Revenue, succeeding Wright Matthews, who resigned, it was announced by Charles T. Russell, Acting Commissioner of Internal Revenue. Mr. Carter has been serving as senior technical adviser on the technical staff.

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## J. E. N. Hume

J. E. N. Hume, assistant manager of General Electric Company's industrial department, has been appointed manager of the department, succeeding the late W. W. Miller, according to E. O. Shreve, vice-president.

Ira D. LeFevre, general auditor of the company since 1920, has been elected controller, succeeding S. L. Whitestone, who retired December 31, according to Gerard Swope, president. Frank B. Cliffe, John G. Farrar, Henry W. Leland and H. A. MacKinnon have been elected assistant controllers.

George H. Reid has been appointed industrial department manager of the New York district, succeeding Fred S. Hartman, who retired at the close of the year, according to H. H. Barnes Jr., commercial vice-president.

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## Jac Miller

His many friends and acquaintances in the industry grieved this month over the death on December 22 of Jac Miller (Jacob De Boer Miller), veteran cordial maker.

Reared and educated in New York City, where he was born on January 17, 1887, in his early youth, Mr. Miller entered the employ of the Golden Gate Fruit Company, a cordial and brandy producing company founded by his father, the late Tobias Miller. He was soon placed in charge of eastern and mid-western sales.

Upon his father's death in 1915, he was elected president, a position he held until the arrival of prohibition. During the dry spell, he carried on in the manufacture of non-alcoholic fruit juices.

Early in 1933, he began the production of low-proof wine, together with his brother Albert M. and David H. De Boer. At the advent of repeal, they formed the wine company De Boer & Miller. He continued as a member of the firm until his death.

# SALES AND ADVERTISING

## T. W. Samuels

Returning from a trip to the Pacific Coast which constituted his first visit to California in 20 years, Robert L. Block, president of T. W. Samuels Distillery, Inc., reports considerable optimism among the trade.

"I find a growing demand for a better class of whisky," said Mr. Block in his Cincinnati office, "and it is my feeling that as time goes on, the popularity of better quality goods will be even greater. Shortly after repeal—due to a shortage of aged goods—almost any whisky had to do, but as time went on, and the public became more discriminating, the call for more mature goods asserted itself.

"For the future, there is ample ground for optimism among the trade, which is based on quality whisky rather than on a grade of goods which was acceptable immediately after prohibition, but which cannot continue popular with better products available."

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## Named Ohio Distributor

The recently organized Kenova Distributors of Columbus, Ohio, which is headed by Nelson Bulkley, has been named Ohio distributor by Hunter Baltimore Rye Distillery, Inc.

Joseph Horshow of Columbus is in charge of the company's wine sales throughout the state of Ohio and A. A. Keith O'Meara, formerly with the Continental Distilling Corporation, has been placed in charge of the Cleveland area.

The company has announced the appointment also of the following district salesmen: George E. Rasor, Canton; H. D. Rodee, Columbus; John H. and Eugene Menke, Cincinnati; L. J. Hussey and E. W. Goebel, Cincinnati, and Raymond E. Jones, Toledo.

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## Moves Offices

E. T. Putney, Ohio State Manager for G & W, has moved the state offices to Columbus, Ohio, from Cleveland. However, local offices are still maintained in Cleveland in the Guarantee Title Building and are in charge of L. Felgemaker.

OLD QUAKER
WHISKEY
OLD QUAKER
OLD QUAKER
OLD QUAKER

*A Group of Employes at the Old Quaker Distillery, Lawrenceburg, Indiana, Look on Proudly as the 2,000,000th Case of Old Quaker Whisky Comes Off the Line. Simultaneously, the Schenley Products Company of New York, Distributors of the Whisky, Marks a New Milestone in Its Brief Post-Prohibition History.*

*This Smiling Group Represents the New England Sales Organization of the Calvert-Maryland Distilling Company, of which H. T. Thomas is Divisional Manager, and the Sales Staff of United Liquors, Ltd., Exclusive Greater Boston Distributor for the Distilling Company.*

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## Anchor Cap Message

Availing itself of the opportunity afforded by the holiday spirit, Anchor Cap & Closure Corp., of New York City, has mailed an illustrated brochure to members of the liquor industry in which it conveyed this message:

"Anchor wishes the industry every success in 1936. The wine and liquor industry has treated Anchor well and with all sincerity we wish it well. To each of our friends in the industry we extend holiday greetings and hopes for a most satisfying year to follow.

"May our pleasant business relations flourish and grow . . . and may Anchor products and Anchor organization continue to deserve your approval and support.

"And for our part we are firmly resolved that neither our closures nor our service shall ever let you down."

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## Pichel Products

The Pichel Products Co., Inc., has appointed Edward Linn Associates to handle its advertising.

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## Rex Products

After several months of preparation, the Rex Products Company of Chicago, is in production and now marketing the old-time Rex Bitters.

The president of the new company is Andrew P. Schulz, better known to the industry as "Andy" Schulz. Mr.

ANNOUNCEMENT

- The Graham Distillery Company brings **GREETINGS for the NEW YEAR** by announcing the re-opening of the Old Graham Distillery at Rockford, Illinois.
- First established in the Fall of 1867, always famous for its uniform, High-Quality Bourbon Whiskey.
- Again entering the market with a high-grade Bourbon produced by one of the old-timers, those who know whiskey know John J. Murphy, the Distiller and Manager of our plant.
- Contracts are available to rectifiers; bottling privileges and territory protection assured. Our price will get the business and our quality will maintain it.

GD

GRAHAM DISTILLERY CO.
MAIN OFFICE · 1602 S. MAIN ST.
ROCKFORD, ILLINOIS

Schulz has been associated with the liquor industry for over 35 years, and formerly was affiliated with Korbel Bros., Union Wholesale Wine & Liquor Company, Imperial Distilling Company, and more recently with the Brown-Forman Distilling Company of Louisville, Kentucky.

A modern plant located at 4301 W. Grand avenue, is equipped to handle volume production.

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### Announces Personnel Change

Oldetyme Distillers has announced a change in personnel in the company's Chicago office, effective immediately. Samuel Rubner, formerly in charge of West New York territory, has been promoted to the position of Divisional Manager of Oldetyme's mid-western territory. Mr. Rubner, with offices at 1545 South State St., Chicago, is responsible for all sales activity in the states of Illinois, Missouri, Minnesota, South Dakota, Nebraska, Indiana and Wisconsin.

Clarence Johnson, former incumbent, has been transferred to field duty with headquarters in Chicago.

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### Julius Marcus

Apparently recognizing that holiday greeting cards are discarded as soon as read, the Original Julius Marcus Laboratories, Inc., of Jersey City, N. J., decided this year to send out something that would carry the message and at the same time have more or less permanent value.

Accordingly, the company mailed a three-by-two illustrated booklet, in green and red colors, which contained a number of recipes for mixed drinks—featuring, of course, Julius Marcus cordials.

The front page showed the traditional clanging bell and the symbolic stars. It bore the legend: "For a Joyous New Year Julius Marcus Cordial Cheer."

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### United Spirit & Wine

The United Spirit & Wine, Inc., has removed from 890 Broadway to 114 E. 23rd St., New York City.

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### McKesson & Robbins

McKesson & Robbins, Inc., has appointed Kimball, Hubbard & Powell, Inc., to handle advertising of Sandeman sherry and port.

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### Park & Tilford

Heavy winter advertising schedules for the liquors of the Park & Tilford Import Corp. and Park & Tilford Distillers, Inc., have been approved, according to Charles M. Storm Co., advertising agency.

### Madeira Advertising

Charles W. Hoyt Company, Inc., New York, has been appointed to handle the advertising of Madeira Wine Association, Ltd., New York.

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### Achaia Clauss

The Achaia Clauss Wine Co., Ltd., of Patras, Greece, the oldest wine organization in Greece, under the management of N. Andonopoulos, has appointed Dometrius Tofalos, 55 W. 42d St., New York City, as American representative. Mr. Tofalos is a former Olympic wrestling and weight lifting champion.

The company's line includes the original Mavrodaphne wine, with a guaranteed age of 50 years, and vermouths, brandies and other liquors. Advertising, which will be handled by Foreign Advertising and Service Bureau, Inc., will embrace English, Greek and German dailies, class magaziness and trade papers.

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### Named Distributor

June Dairy Products Co., Miami, Fla., has been named a distributor for the products of Julius Wile Sons & Co., New York. M. S. Bandler is vice-president and manager of the Miami branch of the Florida concern.

# THE HAVANA CRUISE

*James M. Baumohl, President of the Julius Marcus Company of Jersey City, N. J., with Group of Salesmen Aboard the S. S. Statendam. Left to right: Nat Fox, Syd Gurr, Julius Marcus, Milton Baumohl, Theodore Fleischman, J. M. Baumohl, J. M. Baumohl's son Buddy, Henry Saltzman and David Trohn.*

Six hundred and fifty package store owners, restaurant liquor dealers, representatives of wholesalers, distillers, importers and wine makers, and their friends returned to New York City, January 10, after an eight-and-one-half-day cruise to Havana aboard the Holland-American liner Statendam.

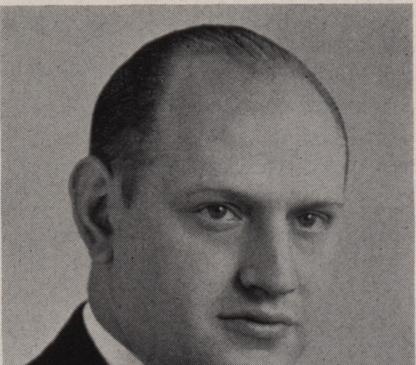
The occasion was the second annual oceanic convention sponsored by the United Spirit & Wine, Inc., of which Samuel Uris is president, the Council of Metropolitan Retail Liquor Store Associations and the Central Council of Restaurant Liquor Dealers of New York. Max Tucker, of the United Spirit & Wine, Inc., was director of the cruise.

The event was unusual in that it was the first convention to draw attendance from practically every branch of the liquor industry. Package store men mingled on a social basis with their traditional foes, the restaurant liquor dealers, and distillers' representatives played heartily with both.

The voyage was crowded with activities of all kinds, including banquets sponsored by distillers and wine makers, games of all kinds, floor shows and dances. At Havana, the cruisers visited famous rum distilling plants and other places of interest.

A feature of the sail was the United News, a daily newspaper edited and printed on board the Statendam. It contained a record of all activities, feature articles written in a humorous vein, and personal notes.

Among the representatives of distillers, rectifiers, wine producers and importers present, were: Robert U. Copland, assistant to the president of the United Spirit & Wine, Inc.; Jack B. Turner and Jack V. Hart, of Frankfort Distilleries, Inc.; James M. Baumohl, of Julius Marcus Laboratories, Inc.; Marty Goldburg, of Mouquin, Inc.; Samuel Billik, of Popper Morson Co.; Major Jay Umpleby, of B. Cribari & Sons; Jules Merson and Morris Stein, of Seagram-Distillers Corp,; Harry Jacobs, American Distilling Co.; Harry Heimerdinger, of National Distillers Products Corp.; Martin Gold, Alby Meltz, Eddie Gotteherer and Solly Weiss, of Oldetyme Distillers, Inc.; Edward H. Karn, Clark Morrell, Lionel Suritz, Lou Vogel, Leo Kirby and Arthur Guyer, of Calvert-Maryland Distilling Co.; Sophia Peckerman, of Bisceglia Bros.; "Poppy" Valientia and Jack Doyle, of the Bacardi Co.; Ramon Arechabala, Humberto Villa and R. Wolff, of Havana Club Rum Distillery; Joseph G. Simon, of the Continental Distilling Corp., and Joseph J. Morrell, of Fruit Industries, Ltd.



MAX TUCKER

▼ ▼ ▼

## Contribute to Democratic National Committee

Several prominent liquor men are listed as contributors to the Democratic National Committee in a report filed this month with the clerk of the House of Representatives at Washington.

The biggest contribution from a member of the liquor industry was that of $5,000 from Thomas J. Pendergast of Kansas City. Next was that of Emil Schwartzhaupt, head of the Bernheim Distilling Co., for $3,500.

Trade members contributing $1,000 each were Grover A. Whalen, chairman of the board of Schenley Distillers Corp., and O. H. Wathen and D. K. Weiskopf, vice-presidents of the National Distillers Products Corporation.

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## To Handle Fritzsche

R. W. Wilmer has been placed in charge of advertising and publicity for Fritzsche Bros., Inc., New York City, according to an announcement by John H. Montgomery, assistant secretary. Advertising previously was handled through an agency.

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## W. A. Taylor & Co.

W. A. Taylor & Co. has appointed Richardson, Alley & Richards Co. to handle the advertising for Havana Club rum, a Cuban product.

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## Abandon Radio Advertising

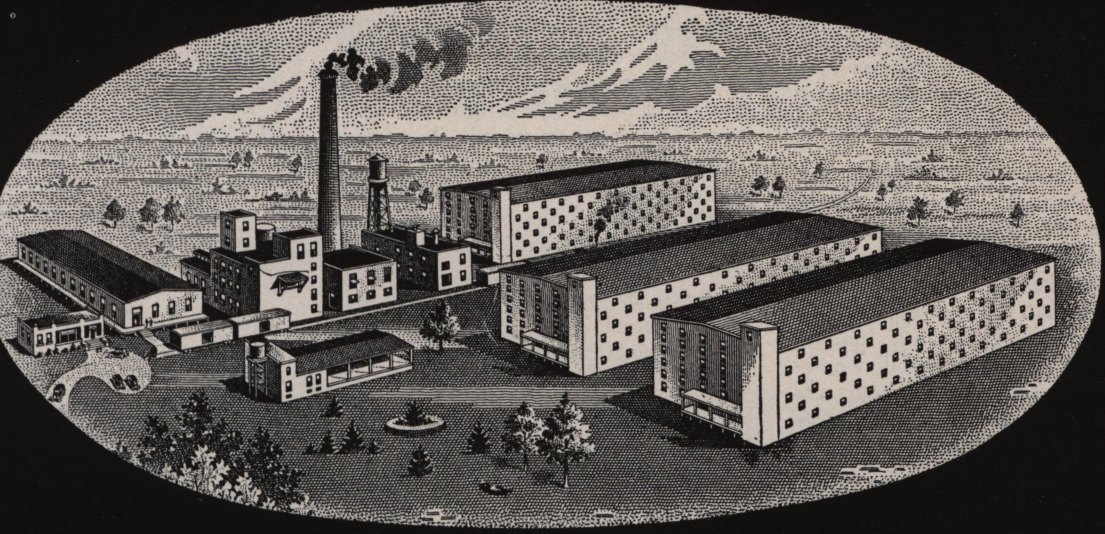
Distillers have decided to abandon radio advertising, according to an announcement this month by Dr. J. M. Doran, administrator of the Distilled Spirits Institute, Inc., at Washington.

The decision was reached, said Dr. Doran, after "a thorough canvass of industry members, a preponderance of whom have never engaged in this form of advertising."

The step, he continued, is in line with the Institute's policy of encouraging self-regulation in the trade.

He added that a "number of self-imposed" regulations governing other forms of advertising are under consideration by distillers.

GLENCOE DISTILLERY CO.
INCORPORATED
DISTILLERY NO. 106 JEFFERSON COUNTY, KENTUCKY
ESTABLISHED 1901.
P. O. ADDRESS STATION H, LOUISVILLE, KY.
"FORTUNA"—"GLENCOE"
KENTUCKY SOUR MASH WHISKIES



Warehouses equipped with American Protection Co. Burglar Alarm Service — Your protection against theft. Grinnel Sprinkler System—Fire protection and low insurance rate.

## Use of Name "Mumm"

Federal Judge John M. Woolsey this month enjoined the Mumm Champagne & Importation Co., Inc., New York City, which was organized in 1933, from using the name "Mumm" in connection with its champagne business except in such a manner as will preclude any possibility of its wine being mistaken for the product of the Societe Vinicole de Champagne, successor to G. H. Mumm & Co., manufacturer of the original Mumm champagne.

Although restraining the defendant company, Judge Woolsey took cognizance of the fact that Walther Mumm, president of the company, is a descendant of the founder of the Mumm champagne business, and added: "It appears from the Almanac de Gotha that the family of Mumm von Schwarzenstein belonged to the ancient nobility of Cleves, a town in Rhenish, Prussia, situated not far from the birthplace of Anne of Cleves who was the fourth wife of Henry VIII."

Nevertheless, the court ruled, the Mumm Champagne & Importation Company, Inc., must be restrained, since the plaintiff company is successor to the original company, which built up the name of Mumm for over a quarter of century prior to the seizure of the concern's business, vineyards and wine cellars by a French sequestrator during the World War.

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## Mortgages

Under the New York state ABC law, a manufacturer or wholesaler may not hold a chattel mortgage on the personal property of a retail licensee, Nelson Ruttenberg, counsel to the State Liquor Authority, ruled this month in a letter to the New York Institute of Wine & Spirit Distributors, Inc.

A manufacturer or wholesaler, on the other hand, may hold a lien or mortgage on the "real property" of a retailer provided the lien or mortgage was acquired on or before December 31, 1932, Mr. Ruttenberg held.

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## Kentucky Production

Kentucky produced 53,838,379 gallons of whisky in 1935, an increase of more than 22,000,000 gallons over the previous year, according to figures made public Tuesday by Frank L. Boyd, district supervisor of the Alcohol Tax Unit for Kentucky and Tennessee.

Meanwhile, the number of Kentucky distilleries also increased by 14, making a total of 45 plants in operation as 1936 started.

The 1934 production by 31 distilleries was 31,510,119 gallons.

The last six months of 1935, Mr. Boyd said, topped the first six months in production, 28,970,140 gallons to 24,869,239 gallons.

Because of the increased production, 125 employes were added to the Alcohol Tax Unit force, the supervisor reported, with 47 of that number added during November and December.

A steady increase in whisky production was shown each month in the figures furnished by Mr. Boyd with a climb from 4,095,593 in January, 1935, to an approximate 6,000,000 gallons in December of the same year.

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## Appoints Nominating Committee

The Wholesale Liquor Dealers Association of Maryland has appointed a nominating committee for an election of officers which was scheduled for this month. The committee comprises Jacob R. Cahn, Felix V. Goldsborough and John T. Love.

# PRICE REGULATION

The nation-wide movement to regulate wholesale and retail liquor prices was dealt a crushing blow on January 7 when the New York State Court of Appeals held unconstitutional the price-fixing section of the Fair Trade Act.

The effect of this decision from the highest court in the country's biggest state can easily be understood when one considers that nine other states have similar laws and a bill has been introduced to the present Congress to provide for price-fixing on a national scale.

The section of the Fair Trade Act which the New York court declared illegal was the legislation's core. It provided that once a single retailer or wholesaler has signed a price-maintenance contract for a given product, then the contract became binding upon all other retailers and wholesalers in the state. Such contracts have been put into effect for a large number of domestic and imported liquor brands.

The test case was instituted by Doubleday, Doran & Co. and Doubleday, Doran Book Shops, Inc. The publishing company had issued a price-fixing contract. R. H. Macy & Co., large New York City department store, did not sign the agreement and cut the prices of the publisher's books. The latter sued R. H. Macy & Co., holding that, under the state trade law, the store would have to observe the price-fixing terms of contracts held with other stores.

A number of cases had been started in the lower courts before the Court of Appeals handed down its ruling, including one begun by the National Straight Whiskey Distributing Co., a subsidiary of National Distillers Products Corp., against a retail store that had slashed the price of Crab Orchard whisky.

In every instance but one, the lower courts have held the Fair Trade Law illegal. One court, the Brooklyn Supreme Court, upheld its validity. In view of this last instance, as against the final ruling, the rejoicing of the Illinois liquor trade over the favorable decision handed down by Circuit Judge Benjamin P. Epstein at Chicago may be premature.

Judge Epstein held valid exactly the same section of the Illinois Fair Trade Practices Law as the New York Court of Appeals rejected as unconstitutional. The former ruled in a test suit instituted by the Joseph Triner Corp. against two Chicago liquor retailers.

If the experience of New York can be taken as a guide, the Chicago decision may be upset when and if it is taken to the state's highest tribunal.

The New York ruling has produced skepticism over the fate which awaits the price-fixing bill introduced in Congress on January 6 by Senator Tydings of Maryland at the behest of the National Association of Retail Druggists. The measure is much like the Capper-Kelly bills which were introduced annually for nearly 15 years but never passed. It amends the anti-trust law so as to permit "contracts or agreements prescribing minimum prices for the resale at retail of a commodity which bears, or the label or container of which bears, the trade mark, brand or name of the producer or the owner of such commodity and which is in fair and open competition with commodities of the same general classes produced by others."

Since the Tydings bill also restricts this price-fixing privilege to states having laws allowing such agreements, the federal law would have no earthly value for New York state, for those states not having fair trade laws and for any of the nine other states which might decide that the existing statute is illegal. The nine states are Pennsylvania, California, Washington, Oregon, Wisconsin, Illinois, Iowa, Maryland and New Jersey.

Of these nine states, four have liquor monopolies and a price-fixing law can have little meaning, so far as this industry is concerned. The trade is thus left with only five states—California, Wisconsin, Illinois, Maryland and New Jersey—that can contribute anything of a legislative nature to stabilizing prices of national brands. And the price-fixing laws in each hang on a constitutional peg.

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## Free Liquor Illegal

It is unlawful for any member of the industry holding an FAA permit to give a case of free merchandise or a cash rebate to a retailer buying a given number of cases, under a ruling issued last month by John L. Huntington, deputy FAA administrator, in a letter to Harry L. Lourie, executive secretary of the National Association of Alcoholic Beverage Importers.

Mr. Lourie, in a letter of inquiry, had wanted to know whether it is legal, under the FAA Act, to furnish retailers with the case of free liquor or a cash refund when they purchase a certain quota of wine or liquor.

"You are advised that prompt action will be taken to invoke the penalties provided in any cases of violations such as those covered by your inquiry," cautioned Mr. Huntington.

▼ ▼ ▼

## Liquor Store License Fees

Assemblyman Bernard J. Moran announced this month that he plans to introduce in the New York Legislature a bill providing that liquor stores pay a license fee based upon 2½% of gross sales instead of a flat fee of $300 to $800 annually as at present. The minimum fee would be $300 a year, he said.

It is believed that the proposed measure is aimed at department stores and the larger retail outlets.

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# NEIGHBORHOOD STORES

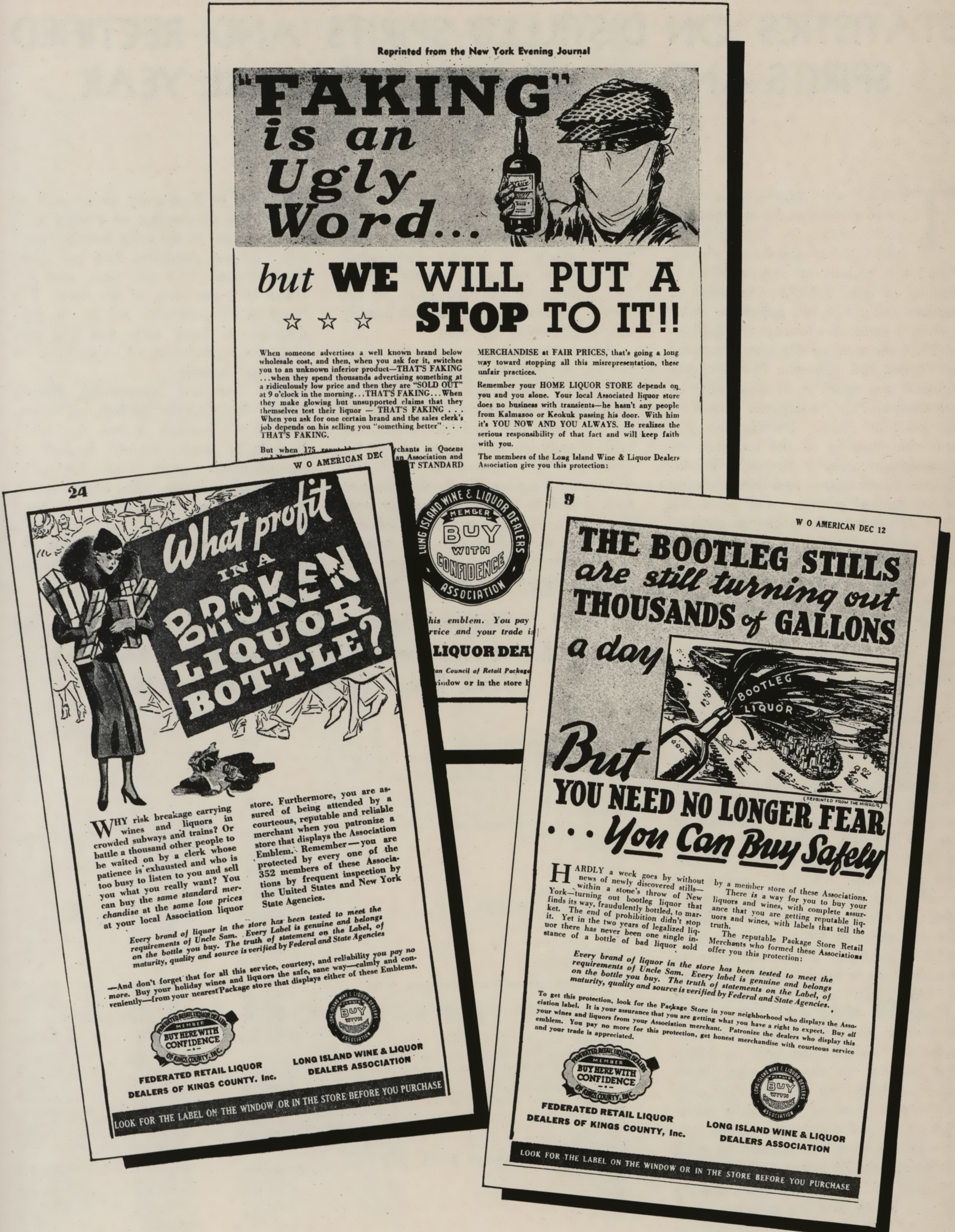
Two New York City retail package store organizations have begun a joint newspaper advertising campaign designed to encourage patronage of neighborhood stores. The groups are the Federated Retail Liquor Dealers of Kings County, Inc., and the Long Island Wine & Liquor Dealers Association.

The copy, which is being prepared by Edward Linn Associates, carries scare headlines and drawings intended to capture attention and winds up with verbal assurance that such evils as bootleg whisky, counterfeit labels and bottles broken in transit can be averted by patronage of local liquor shops.

"Faking is an ugly word," commences one shriek headline. The avowal that "we will put a stop to it!!!" quickly follows.

"The bootleg stills are turning out thousands of gallons a day," warns another alongside an appropriate cartoon. "But you need no longer fear . . . you can buy safely" from members of the two associations, the advertisement adds.

A third advertisement strikes at department store competition. "What profit in a broken liquor bottle?" it askes, proceeding thereupon to point out that it is needless to risk broken bottles. All one has to do is patronize the neighborhood store.



Reprinted from the New York Evening Journal

"FAKING" is an Ugly Word...

but **WE** WILL PUT A

☆ ☆ ☆ **STOP** TO IT!!

When someone advertises a well known brand below wholesale cost, and then, when you ask for it, switches you to an unknown inferior product—THAT'S FAKING ...when they spend thousands advertising something at a ridiculously low price and then they are "SOLD OUT" at 9 o'clock in the morning...THAT'S FAKING...When they make glowing but unsupported claims that they themselves test their liquor — THAT'S FAKING . . . When you ask for one certain brand and the sales clerk's job depends on his selling you "something better" . . . THAT'S FAKING.

But when 175
rchants in Queens
an Association and
T STANDARD

MERCHANDISE at FAIR PRICES, that's going a long way toward stopping all this misrepresentation, these unfair practices.

Remember your HOME LIQUOR STORE depends on you and you alone. Your local Associated liquor store does no business with transients—he hasn't any people from Kalmazoo or Keokuk passing his door. With him it's YOU NOW AND YOU ALWAYS. He realizes the serious responsibility of that fact and will keep faith with you.

The members of the Long Island Wine & Liquor Dealers Association give you this protection:

*his emblem. You pay*
*rvice and your trade is*

**LIQUOR DEA**

*an Council of Retail Package*
indow or in the store b

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24

W O AMERICAN DEC

What profit IN A BROKEN LIQUOR BOTTLE?

WHY risk breakage carrying wines and liquors in crowded subways and trains? Or battle a thousand other people to be waited on by a clerk whose patience is exhausted and who is too busy to listen to you and sell you what you really want? You can buy the *same standard merchandise* at the *same low prices* at your local Association liquor store. Furthermore, you are assured of being attended by a courteous, reputable and reliable merchant when you patronize a store that displays the Association Emblem. Remember—you are protected by every one of the 352 members of these Associations by frequent inspection by the United States and New York State Agencies.

*Every brand of liquor in the store has been tested to meet the requirements of Uncle Sam. Every Label is genuine and belongs on the bottle you buy. The truth of statement on the Label, of maturity, quality and source is verified by Federal and State Agencies*

—And don't forget that for all this service, courtesy, and reliability you pay no more. Buy your holiday wines and liquors the safe, sane way—calmly and conveniently—from your nearest Package store that displays either of these Emblems.

**FEDERATED RETAIL LIQUOR DEALERS OF KINGS COUNTY. Inc.**

**LONG ISLAND WINE & LIQUOR DEALERS ASSOCIATION**

LOOK FOR THE LABEL ON THE WINDOW OR IN THE STORE BEFORE YOU PURCHASE

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9

W O AMERICAN DEC 12

THE BOOTLEG STILLS are still turning out THOUSANDS of GALLONS a day

But YOU NEED NO LONGER FEAR . . . You Can Buy Safely

HARDLY a week goes by without news of newly discovered stills—within a stone's throw of New York—turning out bootleg liquor that finds its way, fraudulently bottled, to market. The end of prohibition didn't stop it. Yet in the two years of legalized liquor there has never been one single instance of a bottle of bad liquor sold by a member store of these Associations.

There *is* a way for you to buy your liquors and wines, with complete assurance that you are getting reputable liquors and wines, with labels that tell the truth.

The reputable Package Store Retail Merchants who formed these Associations offer you this protection:

*Every brand of liquor in the store has been tested to meet the requirements of Uncle Sam. Every label is genuine and belongs on the bottle you buy. The truth of statements on the Label, of maturity, quality and source is verified by Federal and State Agencies.*

To get this protection, look for the Package Store in your neighborhood who displays the Association label. It is your assurance that you are getting what you have a right to expect. Buy *all* your wines and liquors from your Association merchant. Patronize the dealers who display this emblem. You pay no more for this protection, get honest merchandise with courteous service and your trade is appreciated.

**FEDERATED RETAIL LIQUOR DEALERS OF KINGS COUNTY, Inc.**

**LONG ISLAND WINE & LIQUOR DEALERS ASSOCIATION**

LOOK FOR THE LABEL ON THE WINDOW OR IN THE STORE BEFORE YOU PURCHASE

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**Some Effective Examples of Neighborhood Stores Advertising. (See Story on Opposite Page)**

# STATISTICS ON DISTILLED SPIRITS[1] AND RECTIFIED SPIRITS AND WINES FOR THE FISCAL YEAR ENDED JUNE 30, 1935

THERE were produced at registered distilleries during the fiscal year 1935 (in tax gallons) 149,112,923 gallons of whisky, 3,102,473 gallons of rum, 5,908,279 gallons of gin, 9,877,256 gallons of brandy and 1,125,541 gallons of other spirits, a total of 169,126,472 gallons. In 1934 the total production amounted to 76,506,388 gallons. Whisky production was equal to 88.2 per cent of the total in 1935, compared with 81.5 per cent in 1934. During the past year the capacity of the industry increased substantially through the addition of new plants and the extension of established plants. On June 30, 1935, the surveyed capacity of authorized whisky, rum and gin distilleries was as follows:[2]

Authorized to produce:

| | | |
|---|---|---|
| Whisky ..... | 510,682 | proof gallons |
| Whisky or gin | 459,480 | ” ” |
| Gin ......... | 91,666 | ” ” |
| Rum ....... | 25,003 | ” ” |
| Other spirits.. | 7,283 | ” ” |
| Total ..... | 1,094,114 | ” ” |

The consumption of domestic distilled spirits, as measured by tax-paid withdrawals, increased relatively more than production. During 1935 there were withdrawn on the payment of tax 50,780,940 gallons of whisky, 313,124 gallons of rum, 5,477,823 gallons of gin, 1,435,455 gallons of brandy and 75,679 gallons of other spirits, a total of 58,083,021 gallons. The comparative 1934 total was 22,446,622 gallons. There continues to be a shortage of aged stocks of whisky. In 1935 only 1,083,133 gallons, or 2.1 per cent of the total withdrawals of whisky had been bottled in bond compared with 10 per cent in 1934. Improvement in the situation, however, is reflected by the fact that only about 55 per cent of the whisky withdrawn during the year represented current year production compared with approximately 75 per cent in 1934.

Stocks of whisky increased during the year by 95,089,573 gallons and on June 30, 1935, they amounted to 152,807,235 gallons. Of the total stocks, 120,180,703 gallons, or 78.6 per cent were produced during the year. Stocks of whisky, four years old and over, amounted to only 3,474,247 gallons or 2.3 per cent of the total. Stocks of rum, gin and brandy increased during the year.

There was an increase in the number of distilleries operated from 136 to 228. The number producing whisky, rum or gin increased from 51 to 88, and the number producing fruit brandy increased from 85 to 140. During 1935, Colorado, Michigan, Missouri, Virginia and Washington were added to the list of whisky producing States; Louisiana and Washington began to produce gin; and Arkansas, Kentucky, Missouri, Oregon and Virginia began to produce brandy. The State of Kentucky maintained its lead in the production of whisky with 27.9 per cent of the total for the country. Illinois produced 26.5 per cent, Pennsylvania 17.3 per cent, and Indiana 16.2 per cent, of the total. The State of Pennsylvania led in the production of both rum and gin and California produced 94.1 per cent of the total brandy.

The industry consumed during 1935, 18,222,666 bushels of corn, 10,170,985 bushels of rye, 4,557,621 bushels of malt, 55,347 bushels of miscellaneous grain and 7,416,832 gallons of molasses. The consumption of both grain and molasses increased by more than 100 per cent. The ratio of corn to rye consumption was approximately the same as in the previous year.

## Table 1. Distilled Spirits: Summary of Operations of Distilleries and Bonded Warehouses, and Materials Used, Fiscal Years 1934 and 1935

| | 1934 | 1935 | Increase (+) or Decrease (—) |
|---|---|---|---|
| Distilleries operated, total | 136 | 228 | +92 |
| Whisky, rum and gin[1] | 51 | 88 | +37 |
| Fruit brandy | 85 | 140 | +55 |
| Bonded warehouses operated, total | 117 | 192 | +75 |
| Distillery | 85 | 149 | +64 |
| General | 30 | 41 | +11 |
| Special | 2 | 2 | .... |
| Operations | | (Tax Gallons) | |
| Production, total | 76,506,388 | 169,126,472 | +92,620,084 |
| Whisky | 62,352,666 | 149,112,923 | +86,760.257 |
| Rum[2] | 1,818,482 | 3,102,473 | + 1,283,991 |
| Gin | 2,405,161 | 5,908,279 | + 3.503,118 |
| Brandy[3] | 8,574,422 | 9,877,256 | + 1,302,834 |
| Other Spirits[4] | 1,355,657 | 1,125,541 | — 230,116 |
| Withdrawals, tax-paid, total | 22,446,622 | 58,083.021 | +35,636,399 |
| Whisky[5] | 18,875,964 | 50,780,940 | +31,904,976 |
| Rum | 146,911 | 313,124 | + 166,213 |
| Gin | 2,309,136 | 5,477.823 | + 3,168,687 |
| Brandy | 1,044,223 | 1,435,455 | + 391,232 |
| Other Spirits | 70,388 | 75,679 | + 5,291 |
| Losses: | | | |
| From leakage and evaporation, total | 3,548,889 | 2,710,299 | — 838.590 |
| Whisky | 3,341,951 | 2,574,659 | — 767,292 |
| From fire, theft, etc., total | 793,421 | 35,539 | — 757.882 |
| Whisky | 790,317 | 30,178 | — 760.139 |
| Stocks, total | 63,065,017 | 160,755,394 | +97,690,377 |
| Whisky, total | 57,717,662 | 152,807,235 | +95.089,573 |
| 1935 production | ........ | 120,180.703 | +120.180.703 |
| 1934 production | 47.682,447 | 25,395,263 | —22,287,184 |
| 1933 production | 3,156.299 | 2,592,551 | — 563.748 |
| 1932 production | 1,236.598 | 1,164,471 | — 72,127 |
| Prior years' production | 5,642.318 | 3,474,247 | — 2,168.071 |
| Rum | 740,323 | 2,332,050 | + 1 591.727 |
| Gin | 217,888 | 628,765 | + 410.877 |
| Brandy | 4,205,229 | 4,825.034 | + 619.805 |
| Other Spirits | 183,915 | 162,310 | — 21,605 |
| Materials Used[6] | | (Bushels) | |
| Grain, total | 14,482,051 | 33,006,619 | +18,524,568 |
| Corn | 7,835.666 | 18,222,666 | +10.387,000 |
| Rye | 4.471,613 | 10,170,985 | + 5,699,372 |
| Malt | 2,127,374 | 4,557,621 | + 2,430.247 |
| Other | 47,398 | 55,347 | 7,949 |
| | | (Gallons) | |
| Molasses | 3,699,548 | 7,416,832 | + 3,717.284 |

[1] In 1934, 45 distilleries produced from grain, 5 from molasses, and 1 from both materials; in 1935, 81 produced from grain, 6 from molasses, and 1 from both materials.

[2] Includes 1,076,609 gallons in 1934, and 1,153,448 gallons in 1935 transferred to denaturing plants.

[3] Includes 4,710,723 gallons in 1934, and 7,449,770 gallons in 1935 transferred direct to wineries from the fortification of wine.

[4] Includes 1,187,755 gallons in 1934, and 1,070,372 gallons in 1935 transferred to denaturing plants.

[5] Of this amount, 1,896,306 gallons in 1934, and 1,083,133 gallons in 1935 were bottled in bond.

[6] Not including materials used in the production of brandy.

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[1] See "Statistics on Alcohol for the fiscal year ended June 30, 1935," for production of alcohol and neutral spirits at industrial alcohol plants.

[2] Maximum spirit producing capacity in 24 hours. One gin distillery having a surveyed capacity of 44,395 proof gallons is also authorized to produce rum on a surveyed capacity equal to one-half the gin survey.

## Table 2. Distilled Spirits: Distilleries and Bonded Warehouses Operated, by Kinds and by States, Fiscal Year 1935

| State | Distilleries | | | | | Bonded Warehouses | | | |
|---|---|---|---|---|---|---|---|---|---|
| | Whisky | Rum | Gin | Brandy | Total[1] | Distillery | General | Special | Total |
| Arkansas | .. | .. | .. | 1 | 1 | 1 | .. | .. | 1 |
| California | 3 | .. | .. | 98 | 101 | 26 | 8 | 1 | 35 |
| Colorado | 1 | .. | .. | .. | 1 | 1 | 1 | .. | 2 |
| Connecticut | .. | .. | .. | 3 | 3 | 2 | .. | .. | 2 |
| Delaware | .. | .. | .. | 1 | 1 | 1 | .. | .. | 1 |
| Hawaii | .. | .. | .. | .. | 1[2] | 1 | .. | .. | 1 |
| Illinois | 5 | .. | 3 | .. | 5 | 5 | 4 | .. | 9 |
| Indiana | 6 | .. | 2 | .. | 6 | 6 | 1 | .. | 7 |
| Kentucky | 29 | 1 | .. | 1 | 31 | 32 | 3 | .. | 35 |
| Louisiana | .. | 1 | 1 | .. | 1 | 1 | 1 | .. | 2 |
| Maryland | 10 | .. | .. | 1 | 11 | 10 | 5 | .. | 15 |
| Massachusetts | 3 | 4 | 3 | .. | 7 | 7 | 1 | .. | 8 |
| Michigan | 1 | .. | .. | .. | 1 | 1 | .. | .. | 1 |
| Minnesota | .. | .. | .. | .. | .. | .. | 1 | .. | 1 |
| Missouri | 2 | .. | .. | 1 | 3 | 3 | 3 | .. | 6 |
| New Jersey | .. | .. | .. | 20 | 20 | 21 | 3 | .. | 24 |
| New York | .. | .. | 1 | 6 | 7 | 7 | 1 | 1 | 9 |
| Ohio | 3 | .. | 1 | 3 | 6 | 3 | 4 | .. | 7 |
| Oregon | .. | .. | .. | 1 | 1 | 1 | .. | .. | 1 |
| Pennsylvania | 13 | 1 | 3 | 2 | 16 | 16 | 4 | .. | 20 |
| Virginia | 2 | .. | .. | 2 | 4 | 3 | .. | .. | 3 |
| Washington | .. | .. | 1 | .. | 1 | 1 | 1 | .. | 2 |
| Total | 79 | 7 | 15 | 140 | 228 | 149[3] | 41 | 2 | 192 |

[1] Exclusive of duplications which resulted from plants producing more than one kind of spirits.

[2] Produced Okolehao.

[3] Includes three distillery warehouses at which the distilleries have been dismantled.

## Table 3. Distilled Spirits: Production by Kinds and by Months, Fiscal Year 1935

(Tax Gallons)

| Month | Whisky | Rum | Gin | Brandy | Other Spirits | Total |
|---|---|---|---|---|---|---|
| July | 8,181,865 | 121,713 | 517,912 | 173,137 | 98,517 | 9,093,144 |
| August | 8,169,756 | 93,462 | 519,712 | 480,620 | 94,468 | 9,358,018 |
| September | 8,785,376 | 119,014 | 534,827 | 1,990,812 | 95,279 | 11,525,308 |
| October | 11,199,167 | 200,240 | 615.068 | 3,003,524 | 38,772 | 15,056,771 |
| November | 11,242,750 | 292,011 | 418.518 | 2,083,858 | 60,973 | 14,098,110 |
| December | 13,134,014 | 352,463 | 559,857 | 964,205 | 28,154 | 15,038,693 |
| January | 14,731,297 | 333,279 | 390,303 | 353,200 | 13,208 | 15,821,287 |
| February | 13,953,993 | 344,180 | 179.840 | 238,323 | 40,716 | 14,757,052 |
| March | 15,378,045 | 346,505 | 320,539 | 177,134 | 36,182 | 16,258,405 |
| April | 14,377.255 | 278,168 | 552,984 | 120,310 | 197,540 | 15,526,257 |
| May | 15,679,352 | 281,030 | 734,317 | 151,981 | 243,637 | 17,090,317 |
| June | 14,280,053 | 340,408 | 564,402 | 140,152 | 178,095 | 15,503,110 |
| Total | 149,112,923 | 3,102,473[1] | 5,908,279 | 9,877,256[2] | 1,125,541[3] | 169,126,472 |

[1] Includes 1,153,448 gallons removed direct from distilleries to denaturing plants.

[2] Includes 7,449,770 gallons transferred direct from brandy distilleries to wineries for the fortification of wine.

[3] Includes 1,070,372 gallons removed direct from distilleries to denaturing plants.

## Table 4. Distilled Spirits: Production, by Kinds and by States, Fiscal Year 1935

(Tax Gallons)

| State | Whisky | Rum | Gin | Brandy | Other Spirits | Total |
|---|---|---|---|---|---|---|
| Arkansas | ...... | ...... | ...... | 10,211 | ...... | 10,211 |
| California | 695,676 | ...... | ...... | 9,292,217 | ...... | 9,987,893 |
| Colorado | 35,522 | ...... | ...... | ...... | ...... | 35,522 |
| Connecticut | ...... | ...... | ...... | 14,192 | ...... | 14,192 |
| Delaware | ...... | ...... | ...... | 28,751 | ...... | 28,751 |
| Hawaii | ...... | ...... | ...... | ...... | 28,672 | 28,672 |
| Illinois | 39,525,039 | ...... | 2,154,389 | ...... | 390,520 | 42,069,948 |
| Indiana | 24,128,291 | ...... | 373,074 | ...... | 2,828 | 24,504,193 |
| Kentucky | 41,593,216 | 816,831 | ...... | 20,499 | ...... | 42,430,546 |
| Louisiana | ...... | 44,785 | 279.588 | ...... | 298,424 | 622,797 |
| Maryland | 10,864,152 | ...... | 53,011 | 8,023 | ...... | 10,925,186 |
| Massachusetts | 963,104 | 856,459 | 81,753 | ...... | ...... | 1,901,316 |
| Michigan | 572,708 | ...... | ...... | ...... | ...... | 572,708 |
| Missouri | 15,938 | ...... | ...... | 4,046 | ...... | 19,984 |
| New Jersey | ...... | ...... | ...... | 241,356 | ...... | 241,356 |
| New York | ...... | ...... | 787,967 | 122,307 | 91,042 | 1,001,316 |
| Ohio | 4,643,345 | ...... | 3,173 | 37,244 | 71,641 | 4,755,403 |
| Oregon | ...... | ...... | ...... | 494 | ...... | 494 |
| Pennsylvania | 25,803,415 | 1,384,398 | 2,173,542 | 80,016 | 242,403 | 29,683,774 |
| Virginia | 108,796 | ...... | ...... | 17,900 | ...... | 126,696 |
| Washington | 163,721 | ...... | 1,782 | ...... | 11 | 165,514 |
| Total | 149,112,923 | 3,102,473[1] | 5,908,279 | 9,877,256[2] | 1,125,541[3] | 169,126,472 |

---

[1] Includes 1,153,448 gallons removed direct from distilleries to denaturing plants.

[2] Includes 7,449,770 gallons transferred direct from brandy distilleries to wineries for the fortification of wine.

[3] Includes 1,070,372 gallons removed direct from distilleries to denaturing plants.

## Table 5. Distilled Spirits: Withdrawals, Tax-Paid, by Kinds and by States, Fiscal Year 1935

(Tax Gallons)

| State | Whisky | Rum | Gin | Brandy | Other Spirits | Total |
|---|---|---|---|---|---|---|
| Arkansas | ...... | ...... | ...... | 807 | ...... | 807 |
| California | 2,453,339 | 17,365 | 28,571 | 577,092 | ...... | 3,076,367 |
| Colorado | 120,607 | 178 | 5,790 | ...... | ...... | 126,575 |
| Connecticut | ...... | ...... | ...... | 14,176 | ...... | 14,176 |
| Delaware | ...... | ...... | ...... | 6,851 | ...... | 6,851 |
| Hawaii | ...... | ...... | ...... | ...... | 2,870 | 2,870 |
| Illinois | 15,517,508 | 46,584 | 2,250,440 | 118,544 | ...... | 17,933,076 |
| Indiana | 8,165,229 | 6,365 | 367,922 | 4,855 | 2,828 | 8,547,199 |
| Kentucky | 9,147,181 | 11,909 | 2,380 | 8,283 | 62 | 9,169,815 |
| Louisiana | 19,208 | 12,049 | 26,627 | ...... | ...... | 57,884 |
| Maryland | 3,119,624 | 5,102 | 71,100 | 10,238 | ...... | 3,206,064 |
| Massachusetts | 617,064 | 191,657 | 71,188 | 4,433 | ...... | 884,342 |
| Michigan | 7,757 | ...... | ...... | ...... | ...... | 7,857 |
| Missouri | 166,741 | 229 | 2,571 | 17,885 | ...... | 187,426 |
| New Jersey | 112,778 | 110 | 1,443 | 7,418 | ...... | 121,739 |
| New York | 1,293,555 | 93 | 53,833 | 318,181 | 45,324 | 1,710,986 |
| Ohio | 334,905 | 86 | 789,650 | 265,658 | ...... | 1,390,299 |
| Oregon | 2,934,114 | ...... | 14,518 | 12,181 | 24,584 | 2,985,397 |
| Pennsylvania | 6,743,729 | 21,397 | 1,790,399 | 64,816 | ...... | 8,620,341 |
| Virginia | 13,415 | ...... | ...... | 4,037 | ...... | 17,452 |
| Washington | 14,086 | ...... | 1,401 | ...... | 11 | 15,498 |
| Total | 50,780,940[1] | 313,124 | 5,477,823 | 1,435,455[2] | 75,679 | 58,083,021 |

---

[1] Includes 147 gallons withdrawn, tax-paid from export storage warehouses.
[2] Includes 55,123 gallons withdrawn, tax-paid direct from brandy distilleries.

## Table 6. Distilled Spirits: Withdrawals, Tax-Paid, by Kinds by Months, Fiscal Year 1935

(Tax Gallons)

| Month | Whisky | Rum | Gin | Brandy | Other Spirits | Total |
|---|---|---|---|---|---|---|
| July | 2,213,843 | 15,553 | 441,229 | 56,722 | 25,264 | 2,752,611 |
| August | 2,828,427 | 11,240 | 514,329 | 52,952 | 23,979 | 3,430,927 |
| September | 3,963,274 | 10,323 | 539,683 | 91,638 | 6,463 | 4,611,381 |
| October | 5,272,290 | 28,099 | 491,712 | 175,906 | ...... | 5,968,007 |
| November | 5,342,119 | 52,486 | 471,971 | 206,771 | 11 | 6,073,358 |
| December | 5,522,562 | 66,092 | 527,122 | 213,887 | ...... | 6,329,663 |
| January | 3,699,860 | 41,110 | 342,489 | 130,883 | ...... | 4,214,342 |
| February | 4,203,160 | 17,389 | 259,768 | 109,402 | ...... | 4,589,719 |
| March | 4,682,560 | 18,147 | 400,788 | 115,213 | 1,811 | 5,218,519 |
| April | 4,384,182 | 18,571 | 418,524 | 95,332 | 783 | 4,917,392 |
| May | 4,656,292 | 12,548 | 518,593 | 100,735 | 15,734 | 5,303,902 |
| June | 4,012,371 | 21,566 | 551,615 | 86,014 | 1,634 | 4,673,200 |
| Total | 50,780,940[1] | 313,124 | 5,477,823 | 1,435,455[2] | 75,679 | 58,083,021 |

---

[1] Includes 147 gallons withdrawn, tax-paid from export storage warehouses.
[2] Includes 55,123 gallons withdrawn, tax-paid, direct from brandy distilleries.

## Table 7. Distilled Spirits: Bottled in Bond Withdrawals, Tax-Paid[1], by Kinds and by States, Fiscal Year 1935

(Tax Gallons)

| State | Whisky | Rum | Gin | Brandy | Total |
|---|---|---|---|---|---|
| California | 18,445 | .... | 120 | 24,656 | 43,221 |
| Illinois | 26,109 | .... | .... | 663 | 26,772 |
| Indiana | 3,231 | .... | .... | .... | 3,231 |
| Kentucky | 582,138 | 28 | 1,841 | 221 | 584,228 |
| Maryland | 66,952 | 711 | 549 | 1,104 | 69,316 |
| Massachusetts | 306 | 1,945 | .... | 15 | 2,266 |
| Minnesota | 3,545 | .... | .... | .... | 3,545 |
| Missouri | 32,036 | 110 | .... | 78 | 22,224 |
| New Jersey | 2,979 | .... | .... | .... | 2,979 |
| New York | 69,154 | 45 | 1,682 | 4,397 | 75,278 |
| Ohio | 3,024 | .... | .... | .... | 3,024 |
| Pennsylvania | 285,214 | 6 | .... | 31,094 | 316,314 |
| Total | 1,083,133 | 2,845 | 4,192 | 62,228 | 1,152,398 |

---

[1] Includes 23,017 gallons of whisky and 549 gallons of gin bottled in bond after tax payment.

## Table 8. Distilled Spirits: Stocks Remaining in Bonded Warehouses, by Kinds and by States, June 30, 1935

(Tax Gallons)

| State | Whisky | Rum | Gin | Brandy | Other Spirits | Total |
|---|---|---|---|---|---|---|
| Arkansas | ...... | ...... | ...... | 9,172 | ...... | 9,172 |
| California | 2,130,404 | 27,561 | 20,260 | 2,737,693 | 756 | 4,916,674 |
| Colorado | 51,352 | 191 | 709 | ...... | ...... | 52,252 |
| Connecticut | ...... | ...... | ...... | 34,423 | ...... | 34,423 |
| Delaware | ...... | ...... | ...... | 27,329 | ...... | 27,329 |
| Hawaii | ...... | ...... | ...... | ...... | 25,643 | 25,643 |
| Illinois | 26,098,410 | 46,073 | 124,077 | 130,510 | ...... | 26,399,070 |
| Indiana | 19,498,008 | 8,411 | 5,153 | 49,829 | ...... | 19,561,401 |
| Kentucky | 50,953,083 | 131,079 | 56,545 | 33,269 | 43,303 | 51,217,279 |
| Louisiana | 54,059 | 17,140 | 81,312 | ...... | ...... | 152,511 |
| Maryland | 14,928,003 | 28,668 | 28,784 | 27,159 | ...... | 15,012,614 |
| Massachusetts | 606,153 | 554,156 | 26,470 | 6,076 | 91 | 1,192,946 |
| Michigan | 486,946 | ...... | ...... | ...... | ...... | 486,946 |
| Minnesota | 43,130 | 476 | 6,023 | 6,958 | ...... | 56,587 |
| Missouri | 136,988 | 236 | 3,316 | 5,314 | ...... | 145,854 |
| New Jersey | 818,283 | ...... | 44,095 | 618,523 | 61,672 | 1,542,573 |
| New York | 343,160 | 855 | 2,441 | 798,274 | 12,361 | 1,157,091 |
| Ohio | 6,346,833 | ...... | ...... | 55,307 | ...... | 6,402,140 |
| Oregon | ...... | ...... | ...... | 466 | ...... | 466 |
| Pennsylvania | 30,098,516 | 1,517,204 | 229,200 | 279,146 | 18,484 | 32,142,550 |
| Virginia | 95,274 | ...... | ...... | 5,586 | ...... | 100,860 |
| Washington | 118,633 | ...... | 380 | ...... | ...... | 119,013 |
| Total | 152,807,235[1] | 2,332,050 | 628,765 | 4,825,034 | 162,310 | 160,755,394 |

[1] In addition, 847 gallons of whisky in export storage warehouses.

## Table 9. Distilled Spirits: Stocks Remaining in Bonded Warehouses, by Kinds and by Years and Seasons of Production, June 30, 1935

(Tax Gallons)

| Year | Season | Whisky | Rum | Gin | Brandy | Other Spirits | Total |
|---|---|---|---|---|---|---|---|
| 1911— | Spring | 221 | ...... | ...... | ...... | ...... | 221 |
| | Fall | 2,393[1] | ...... | ...... | ...... | ...... | 2,393 |
| 1912— | Spring | 6,750 | ...... | ...... | ...... | ...... | 6,750 |
| | Fall | 757 | ...... | ...... | 796 | ...... | 1,553 |
| 1913— | Spring | 17,237 | 60 | ...... | 1,253 | ...... | 18,550 |
| | Fall | 4,794 | 833 | ...... | 401 | ...... | 6,028 |
| 1914— | Spring | 23,572 | 12 | ...... | 770 | ...... | 24,354 |
| | Fall | 2,229 | 977 | ...... | 1,046 | ...... | 4,252 |
| 1915— | Spring | 17,741 | 232 | 281 | 72 | ...... | 18,326 |
| | Fall | 4,458 | 1,248 | ...... | 396 | 81 | 6,183 |
| 1916— | Spring | 172,403 | 406 | ...... | 62 | ...... | 172,871 |
| | Fall | 116,575 | 4,647 | 48 | 1,670 | 451 | 123,391 |
| 1917— | Spring | 311,205 | 3,269 | 4,727 | 980 | 17,842 | 338,023 |
| | Fall | 638,419 | 19,552 | 77,816 | 1,877 | 56,392 | 794,056 |
| 1919— | Fall | 135 | ...... | ...... | 269 | ...... | 404 |
| 1920— | Spring | 3 | ...... | ...... | 1,130 | 98 | 1,231 |
| | Fall | 7,647 | ...... | ...... | ...... | ...... | 7,647 |
| 1921— | Spring | 49,131 | ...... | ...... | ...... | ...... | 49,131 |
| | Fall | 117,633 | ...... | ...... | 84,006 | ...... | 201,639 |
| 1922— | Spring | 2,988 | ...... | ...... | 38,254 | ...... | 41,242 |
| | Fall | ...... | ...... | ...... | 122,853 | ...... | 122,853 |
| 1923— | Spring | ...... | ...... | ...... | 71,760 | ...... | 71,760 |
| 1928— | Spring | ...... | ...... | ...... | 1,730 | ...... | 1,730 |
| 1929— | Spring | ...... | ...... | ...... | 1,898 | ...... | 1,898 |
| | Fall | 59,886 | ...... | ...... | 22,377 | ...... | 82,263 |
| 1930— | Spring | 438,807 | 3,826 | ...... | ...... | ...... | 442,633 |
| | Fall | 68,546 | 655 | ...... | 30,654 | ...... | 99,855 |
| 1931— | Spring | 1,410,717 | 1,234 | ...... | 9,299 | ...... | 1,421,251 |
| | Fall | 828,105 | 32,060 | ...... | 85,430 | ...... | 945,595 |
| 1932— | Spring | 336,366 | ...... | ...... | ...... | ...... | 336,366 |
| | Fall | 940,307 | 15,388 | ...... | 92,860 | ...... | 1,048,555 |
| 1933— | Spring | 1,652,244 | ...... | ...... | 384,294 | ...... | 2,036,538 |
| | Fall | 4,532,247 | 155,466 | 3,251 | 416,670 | ...... | 5,107,634 |
| 1934— | Spring | 20,863,016 | 209,863 | 3,690 | 1,524,060 | 61,672 | 22,662,301 |
| | Fall | 39,445,368 | 570,688 | 47,109 | 1,198,548 | 7,135 | 41,268,848 |
| 1935— | Spring | 80,735,335 | 1,311,634 | 491,843 | 729,619 | 18,639 | 83,287,069 |
| Total | | 152,807,235 | 2,332,050 | 628,765 | 4,825,034 | 162,310 | 160,755,394 |

[1] Adjusted to include 96 gallons erroneously reported on hand Spring of 1911 on statement for June 30, 1934.

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**Perfect Results in Blended Whiskies**

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***For Brandy, Rum and Gin Its Effect Is Unrivalled***

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## Our December Editorial

Lee W. Mida's "A Call to Arms" in last month's issue of MIDA'S CRITERION elicited editorial comment in the January 2 issue of Printer's Ink.

Quoting from Mida's editorial in which the industry is cautioned against advertising excesses, Printers' Ink says:

"Let adcrafters add to thoughts in the little black book this one: In the eyes of the public, an enterprise is no better than its advertising.

"Realization that advertising is considered a reflection of character is spreading, now, through the newest and most touchy of big industries—the liquor business.

"Right often, cooperative, corrective campaigns to overcome prejudice have produced measurable results. Right often, such campaigns have helped restore damaged reputations. But, as Mr. Mida implies, why look ahead to a cure when correction that will make the cure unnecessary is accessible—and easily accessible—at the present moment."

▼ ▼ ▼

## Tax Collections—1934-35

Collections from alcoholic beverage taxes in the fiscal year 1935 amounted to $411,021,772, an increase of $152,110,440 over the previous year, according to the annual report of Guy T. Helvering, commissioner of internal revenue.

"The revenue obtained from liquor taxes for 1935," states the report, "constituted 14.8% ofthe total internal revenue collections, compared with 11.3% for 1934. Approximately two-thirds of the increase in liquor tax collections was accounted for by distilled spirits, the revenue from which increased by more than 100% over 1934."

The following table breaks down the alcoholic beverage tax collections for the fiscal years 1934 and 1935 and shows the amount of increase or decrease in 1935:

| | 1934 | 1935 | Increase or decrease (—) |
|---|---|---|---|
| Distilled spirits, imported, excise tax... | 6,577.958.65 | 15,107,926.36 | 8,529,967.71 |
| Distilled spirits, domestic, excise tax... | 61,889,863.92 | 150,525,646.92 | 88,635,783.00 |
| Distilled spirits, rectification tax ......... | 4,822,698.49 | 6,381,557.54 | 1,558,859.05 |
| Bottle, container and case stamps ........ | 2,318,235.97 | 6,179,514.12 | 3,861,278.15 |
| Wines, imported, excise tax ............ | 955,987.87 | 665,895.58 | —290,092.29 |
| Wines, domestic, excise tax ............ | 2,454,525.08 | 6,113,920.11 | 3,659,395.03 |
| Brandy for fortifying wines ............... | 106,855.57 | 562,398.15 | 455,542.58 |
| Floor taxes, spirits and wines ............... | 5,685,269.42 | 3,021,545.76 | —2,663,723.66 |
| Fermented malt liquors, excise tax .......... | 163,270,608.56 | 211,215,057.05 | 47,944,448.49 |
| Special, or occupational, taxes ............... | 10,829,329.09 | 11,248,310.76 | 418,981.67 |
| Total ............... | 258,911,332.62 | 411,021,772.35 | 152,110,439.73 |

On June 30, 1935, according to the report, the following legitimate producers or distributors of alcohol and alcoholic beverages, or users of tax-free alcohol, were under the supervision of the Alcohol Tax Unit:

| | |
|---|---|
| Distilleries: | |
| Alcohol ........................................ | 36 |
| Whisky, rum, and gin.............................. | 89 |
| Brandy ........................................ | 137 |
| Warehouses: | |
| Alcohol ........................................ | 70 |
| Whisky, rum, gin, and brandy...................... | 137 |
| Wineries ........................................ | 1,107 |
| Bonded wine storerooms.............................. | 88 |
| Breweries ........................................ | 702 |
| Rectifying plants ................................ | 383 |
| Wholesale liquor dealers.......................... | 4,510 |
| Denaturing plants ................................ | 40 |
| Bonded dealers in specially denatured alcohol........... | 68 |
| Bonded manufacturers using specially denatured alcohol.. | 4,155 |
| Hospital, laboratories, and educational institutions using tax-free alcohol .............................. | 5,966 |

The report also provides the following information:

"During the fiscal year 15,712 stills were seized having an aggregate mash capacity of 2,853,739 gallons, and in connection therewith 21,373,107 gallons of mash were found and destroyed. Investigators also seized 863,375 gallons of spirits and 4,837 autos and trucks. The total appraised value of property seized amounted to $5,632,145. A total of 31,625 persons were arrested for Federal liquor law violations, of which 2,104 arrests were made by State and local officers on information furnished by investigators of the Alcohol Tax Unit. During the year 25,408 cases were reported to United States attorneys.

“In addition to the general enforcement accomplishments, a specialized investigative effort has been directed at the larger syndicates trafficking in non-tax-paid spirits, with the result that a great many of the larger organizations in the leading metropolitan cities of the country have been placed under indictment.

“*Alcohol.*—During the fiscal year 1935, there were 180,645,920 proof gallons of alcohol produced at industrial alcohol plants, an increase of 15,542,338 proof gallons as compared with the preceding year.

“Withdrawals of alcohol from warehouses upon payment of tax amounted to 16,990,972 proof gallons, an increase of 836,358 proof gallons as compared with the preceding year.

“A total of 166,104,787 proof gallons of alcohol was withdrawn for tax-free purposes during the year, including withdrawals for denaturation, for export, and for the use of the United States, hospitals, laboratories, colleges, and other educational institutions. This is an increase of 26,106,879 proof gallons as compared with the quantity withdrawn tax free during the preceding year, and reflects the increased use of alcohol for industrial purposes.

“*Distilled spirits.*—There were withdrawn tax-paid from distillery, general, and special bonded warehouses 58,083,021 taxable gallons of distilled spirits (including brandy tax-paid direct from fruit distilleries) other than alcohol, an increase of 35,636,399 gallons as compared with the quantity withdrawn tax-paid during the preceding year. This increase is partly due to the fact that prohibition was in effect more than 5 months of the fiscal year 1934.

“*Rectified products.*—During the fiscal year 1935 there were 23,669,402 proof gallons of distilled spirits dumped for rectification and 23,093,758 proof gallons of rectified products were produced therefrom.

“*Floor tax.*—The audit of floor-tax returns required by the Liquor Taxing Act of 1934 was completed during the year. There were 75,804 returns filed, reporting floor taxes aggregating $8,699,139.”

▼ ▼ ▼

## November Liquor Tax Receipts

Internal Revenue Bureau figures for the first five months of the current fiscal year, as completed by November's report, show liquor tax receipts of $221,188,627, an increase of $42,270,028 over a year ago.

Liquor taxes in the five months, including distilled spirits, wines and malt liquors, were: July, $47,266,169; August, $44,188,549; September, $41,003,200; October, $44,330,823; November, $44,399,886.

The table below compares alcoholic beverage tax collections during November in 1934 and 1935:

| Source of Revenue | 1935 | 1934 |
|---|---|---|
| Distilled spirits (domestic), excise tax | $22,571,753.71 | $15,087,767.80 |
| Distilled spirits (imported), excise tax | 1,583,356.05 | 1,671,504.39 |
| Distilled spirits, rectification tax | 890,553.02 | 847,631.60 |
| Distilled spirits and wines, floor tax | 4,282.24 | 51,612.77 |
| Bottle, container and case stamps | 973,449.10 | 645,947.11 |
| Wines, cordials, etc. (domestic), excise taxes | 998,971.02 | 730,600.50 |
| Wines, cordials, etc. (imported), excise taxes | 85,670.14 | 88,632.11 |
| Grape brandy for fortifying wines | 104,301.85 | 39,936.23 |
| Special taxes, rectifiers, stills, dealers in spirits | 183,737.07 | 209,870.02 |
| Fermented malt liquors (beer, ale, etc.) | 16,884,840.43 | 14,910,445.79 |
| Special taxes, brewers and dealers in malt liquor | 118,971.97 | 92,980.67 |

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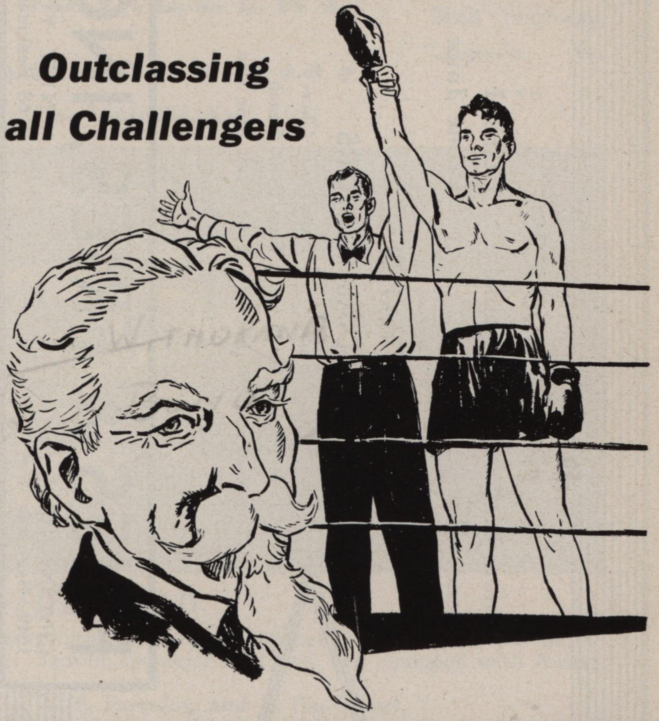

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**KENTUCKY TAVERN**—Kentucky Straight Whiskey—17 years old—Bottled in Bond under supervision of the United States Government.

**OLD THOMPSON**—A Blend of Straight Whiskies—Youngest 3 years old.

**TOM HARDY**—A Blend of Straight Whiskies—5%, 18 years old—95%, 15 months old.

**GLENMORE**—Kentucky Straight Whiskey—16 months old—100 proof.

**TWO NATURALS**—Kentucky Straight Whiskey—8 months old.

**MINT SPRINGS**—Kentucky Straight Whiskey—8 months old.

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Prune Juice

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True Fruit Banana
True Fruit Blackberry
True Fruit Cherry
True Fruit Peach
True Fruit Sloe Gin

*and many others*

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## Defines "Industrial Use"

Inasmuch as the Federal Alcohol Control Administration has no jurisdiction over the production and distribution of distilled spirits and wine used for industrial purposes, Franklin C. Hoytt, FAA administrator, this month issued regulations defining "industrial use."

Under the rules, the following are considered "industrial uses:"

1. Uses of tax free alcohol by any governmental agency, state or federal, or any scientific university or college of learning, or by any laboratory exclusively in scientific research, or by any hospital or sanatorium.

2. Uses of alcohol or other distilled spirits or wine which has been lawfully denatured or otherwise rendered unfit for beverage use.

3. Uses of distilled spirits or wine for experimental purposes, and in the manufacture (a) of medicinal, pharmaceutical or antiseptic products, including prescriptions compounded by retail druggists; (b) of toilet products; (c) of flavoring extracts, syrups or food products; or (d) of scientific, chemical, mechanical or industrial products—provided such products are unfit for beverage use.

On the other hand, distilled spirits and wine used for beverage purposes, or in the manufacture, rectifying or blending of alcoholic beverages, or in the preparation of food and drink by a hotel, restaurant, tavern or similar establishment; or for sacramental purposes, or as a medicine, are defined by the regulations as "non-industrial" uses and subject to regulation by the FAA.

In order that a clear line of demarcation may be drawn between the industrial package and the non-industrial package, the regulations provide that all distilled spirits in containers of a capacity of one gallon or less, except anhydrous alcohol and alcohol which may be withdrawn tax free under the Internal Revenue laws, will be deemed to be for "non-industrial" use.

The effect of this provision is to require that industrial alcohol plants, wholesale druggists, and others who do not desire to procure permits from the Administration or to subject themselves to its jurisdiction, package the distilled spirits distributed by them for industrial uses in containers having a capacity of more than one gallon. The Administrator feels that this provision of the regulations will not in any way hamper legitimate industrial users, but will make it more difficult for illicit producers of distilled spirits to market their goods. Existing regulations of the Treasury Department require that all bottles used in connection with the sale of distilled spirits at retail for beverage use be manufactured under permit and sold only to licensed producers and distributors of beverage spirits. By providing that all spirits in containers of a capacity of one gallon or less shall be deemed to be for "non-industrial use" the existing regulations become applicable to all bottled spirits and the marketing of illicit spirits, in bottles, is thus made more difficult.

▼ ▼ ▼

## Gov. Lehman's Tax Recommendation

While the saying, "As New York goes, so goes the nation" in the matter of liquor control is undoubtedly an exaggeration, in view of the facts, there is just enough truth to it to have caused apprehensions in the trade when Governor H. Lehman recommended to the New York Legislature this month a "moderate" increase in the tax on alcoholic beverages to finance his proposed social welfare program.

News of the recommendation created something of a furor in the trade when it was first published. The excitement, however, abated when industry leaders surveyed the prospects of the suggestion being enacted into legislation.

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Incorporated

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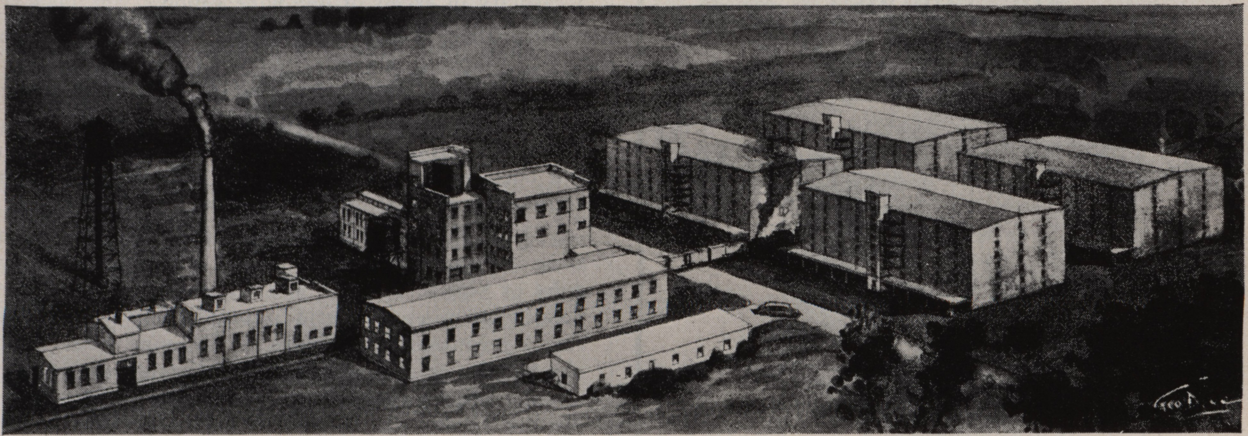


**HOME OF OLD FITZGERALD**

We will not subject our whiskies to any so-called quick aging, goosenecking, or processing. All whiskies naturally stored, in iron-clad, high, dry and ventilated warehouses, floored, sprinkler equipped, and equipped with American Protection Co. system against burglary.

**Entirely owned by Julian P. Van Winkle, A. T. Farnsley, and A. Ph. Stitzel,** all of whom have been continuously engaged in the Kentucky Whisky business all of their business lives of approximately 40 years each, and including the entire prohibition era.

Our associate company, A. Ph. Stitzel, Inc., has a reasonably large stock of Old Fitzgerald, Cascade, Cabin Still and Mammoth Cave, bottled in bond whiskies in both four and seventeen years of age, on which it will be glad to quote prices on application.

**Address A. Ph. Stitzel, Inc., 1033 Story Avenue, Louisville, Ky.**

They found that the Republicans, who won control of the Legislature at the last election, gave the proposal a frigid reception. Even Democrats showed a divergence of opinion—a fact that was publicly acknowledged by Irwin Steingut, Democratic Assembly leader.

Despite these reassurances, however, members of the trade seized upon the opportunity presented by the recommendation to launch a campaign for revision of the tax schedule downward.

For example, Joseph H. Choate, Jr., former director of the old FACA and long an advocate of lower liquor taxes, declared that any material increase at the present time would be disastrous and bring about "a recrudescence of bootlegging."

"It must also be remembered that anything New York does will be copied instantly by other states," he added, reflecting the fears in the trade. "Any increase would be a dangerous precedent."

Michael Curtes, president of the National Retail Liquor Package Stores Assn., addressed a letter to the Governor pointing out that New York stores are losing considerable business already to Connecticut because of the latter's relatively lower taxes and license fees.

In addition, he said, "Western New York state is suffering severely from the competition of the Ohio low prices and low taxes of the monopoly stores."

Instead of asking for an increase in the New York tax rate, he urged the Governor to devote his efforts to obtaining uniformity of state liquor taxation. Were such standardization obtained, he continued, there would be "no need of asking for a higher tax."

Joseph H. Kraus, first vice president of the National Institute of Wine & Spirit Distributors, asserted that the industry is paying more than its just share of taxes and recalled that Mark Graves, the Governor's own tax commissioner, had recently come out in favor of lower liquor taxes to drive out bootlegging.

"Large sections of the public are already complaining that the price of liquor is too high," asserted Col. Ralph C. Tobin, president of the Retail Wine & Liquor Guild, an organization of department stores. "It would appear, therefore, that any increase might quite conceivably bring us to that phase of taxation where the possibility of diminishing returns should be carefully considered if the state is not in the end to lose more than the additional $5,000,000 it seems to be seeking."

▼ ▼ ▼

## Dry-Wet Issue

That the dry-wet issue may be in the forefront of the presidential contest next year was indicated this month when William Randolph Hearst, newspaper publisher, pointed to Governor Alf M. Landon of Kansas, prohibition advocate, as "the one man" who could get the Republican nomination and become elected as the country's next President. Mr. Hearst himself pooh-poohed the suggestion that the record of bone-dry Kansas' chief executive might hurt his candidacy.

"There is no prohibition issue," he declaired immediately after a conference with Governor Landon at Topeka on December 10. "It's buried and the Democrats can't afford to try to dig it up."

On the other hand, observers in the trade pointed out that resuscitated dry crusaders would be certain to rally behind Mr. Landon in the event of his nomination.

NOW AVAILABLE

The famous
"OLD COMBER"

IRISH WHISKEY

Pure Pot Still
Guaranteed 10 years old

* * * * * *

Bottled
CALIFORNIA WINES

Sweet Wines
Dry Red and White Wines

MONTECRISTO BRAND
RED CORNER BRAND

* * * * * *

L. GANDOLFI & CO., Inc.
Established 1882

Importers
Wine & Spirit Merchants

405 Lexington Avenue New York

## Distilled Spirits in Bulk

The extent to which distilled spirits in bulk may be acquired as well as the limitations on traffic in warehouse receipts for distilled spirits in bulk, are defined in new regulations issued this month by Franklin C. Hoyt, administrator of the Federal Alcohol Administration.

"In bulk," under the rules, means containers having a capacity in excess of one wine gallon.

Meanwhile, Judge Hoyt issued a statement pointing out to returning travelers that they may not import distilled spirits in containers larger than a gallon under the duty-free provisions of customs laws.

The regulations provide that holders of warehousing and bottling permits may acquire in bulk, and warehouse and bottle, distilled spirits as follows:

(1) If the permittee is a distiller or other person operating an Internal Revenue bonded warehouse, he may acquire or receive in bulk, and warehouse and bottle in his bonded premises domestic untaxpaid distilled spirits, so far as permitted by the Internal Revenue laws. He may also acquire or receive in bulk, and warehouse and bottle, in his taxpaid warehouse, taxpaid domestic and imported distilled spirits.

(2) If the permittee is a rectifier, he may acquire or receive in bulk, and warehouse and bottle, taxpaid domestic and imported distilled spirits.

(3) If the permittee operates a Class 8 Customs bonded warehouse, he may acquire or receive in bulk, and warehouse and bottle, imported distilled spirits, so far as permitted by the Customs laws.

In addition, distilled spirits rectifiers and producers and blenders of wine may receive distilled spirits in bulk for the following uses:

(1) A rectifier may acquire or receive in bulk taxpaid imported or domestic distilled spirits for use in rectifying and blending.

(2) A winemaker may acquire or receive in bulk alcohol or brandy for the fortification of wines.

Finally, any United States or state agency, or political subdivision thereof, may receive in bulk, and warehouse and bottle, imported and domestic distilled spirits in conformity with the internal revenue laws.

The new rules also stipulate that warehouse receipts for bulk distilled spirits issued on and after last Aug. 28 must require that the warehouseman shall package such distilled spirits, before delivery, in bottles labeled and marked in accordance with law, or deliver such distilled spirits in bulk only to persons to whom it is lawful to sell or otherwise dispose of distilled spirits in bulk.

Such warehouse receipts, issued before Aug. 28, may not be transferred unless they contain one or both of the foregoing conditions. If they do not, they may be exchanged for a recipt conforming to the FAA Act.

Permittees selling bulk distilled spirits, other than alcohol, must ship directly to industrial users thereof in the case of sales for industrial use.

▼ ▼ ▼

## Vodka Consumption

Consumption of vodka, Russia's great national beverage, declined 43.2 percent since 1913 despite an increase in population of about 40,000,000, and Walter Duranty, correspondent of the New York Times at Moscow, concludes in a recent dispatch that the reason is that today "the Russians are more than twice as happy and similarly less bored with life."

In support of this view, the correspondent cites his conviction, based on 20 years of newspaper work in Europe, that "no one except a congenital drunkard consistently overdrinks unless he or she is desperately unhappy."

Vodka consumption, he points out, was 8.1 liters per capita in 1913, as against 3.6 liters per capita during 1935. Since 1931, he adds, consumption has fallen 12.7 percent.

The obvious "hole" in Duranty's deduction that the drop in consumption corresponds with a rise in the collective happiness of Russian citizens is that vodka drinking, according to his own figures, declined steadily in the period between 1913 and 1931, a period that embraces, over and above the oppressive rule of Czar Nicholas II, such turbulent and trying events as the World War, the revolution and the inauguration of communism, with its attendant sacrifice and privation. This period would hardly be regarded by historians as one conducive to great personal happiness.

Periods of war, revolution, martial rule and unrest are generally considered to be drains upon the nerves of people living in them. People in such a state would be more naturally inclined to take to liquor than to leaving it alone.

Accordingly, another reason than that cited by Duranty *must be sought for the change in Russian taste.*

▼ ▼ ▼

## Boston Distilling Company

One of the most unique distillery plants in Kentucky is that under construction by the Boston Distilling Co., Boston, Nelson County, Ky., about 30 miles south of Louisville, on the Louisville & Nashville R.R., this plant occupying in part an old time, large brick residence, which has enough floor space for still house, offices, bottling plant, grain handling, milling, etc.

An addition to the building has been erected on the north side for the fermenter house; and a wing to the east will be used as a malt house, in that the company will malt its own grain.

In order to secure head room for the still, which was fabricated by the Vendome Copper & Brass Works, Louisville, a cupola was erected on the roof of the old residence, at the northwest corner to permit the still to go out through the roof.

▼ ▼ ▼

## STATISTICS ON DISTILLED SPIRITS, NOVEMBER, 1935

(Tax Gallons)

### SUMMARY

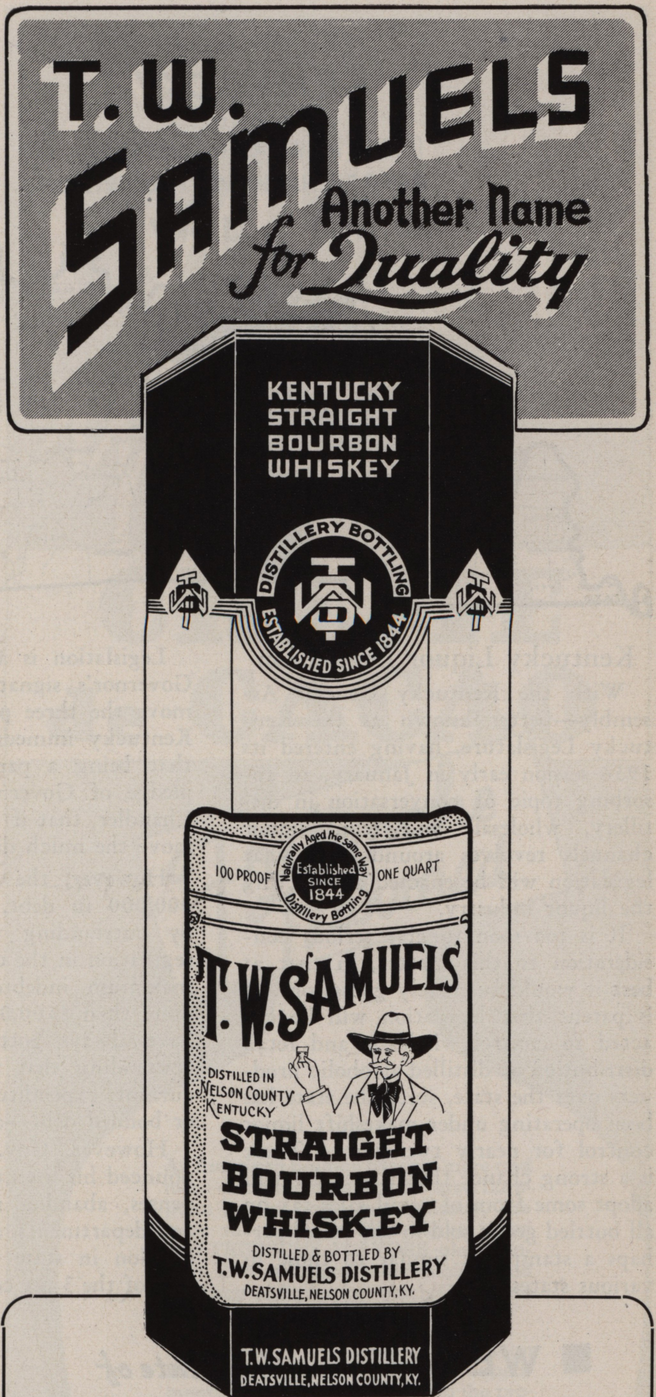
| Kind of Spirits | Produced | Withdrawn Tax-paid | Removed for Denaturation | Remaining in Bonded Warehouses |
|---|---|---|---|---|
| Whisky | 18,301,094 | 8,236,652 | ...... | 197,787,798 |
| Rum | 223,730 | 66,901 | 111,053 | 2,505,926 |
| Gin | 499,519 | 523,372 | ...... | 382,464 |
| Brandy | 5,919,822 | 216.265[1] | ...... | 4,542.029 |
| Other spirits | 56,111 | 1,330 | 54,832 | 164,197 |
| Total | 25,000,276 | 9,044,520 | 165,885 | 205,382,414 |

[1] In addition, 5,389,857 gallons were withdrawn for the fortification of wine.

Note: During November 2,222,954 gallons of spirits produced at Industrial alcohol plants were withdrawn tax-paid.

### WHISKY, BY STATES

| State | Produced | Withdrawn Tax-paid | Remaining in Bonded Warehouses |
|---|---|---|---|
| California | 101,866 | 257,246 | 2,198,248 |
| Colorado | 13,026 | 10,712 | 84,510 |
| Connecticut | 11,064 | 3,403 | 5.734 |
| Illinois | 3,979,345 | 2,211,015 | 33,726.144 |
| Indiana | 3,659.222 | 1,343,814 | 29,317,894 |
| Kentucky | 5,560.701 | 1,620,777 | 66,920,726 |
| Louisiana | ...... | 38,748 | 69,543 |
| Maryland | 1,104,566 | 880,272 | 18,775.966 |
| Massachusetts | 110,752 | 77,674 | 652,770 |
| Michigan | 135,565 | 15,107 | 1,027,019 |
| Minnesota | ...... | 34,791 | 48,713 |
| Missouri | 14,692 | 16,940 | 174.237 |
| Montana | ...... | 11 | 22,499 |
| New Jersey | ...... | 288,475 | 1,546,183 |
| New York | ...... | 24,172 | 281,434 |
| Ohio | 727,795 | 354,561 | 8,102,879 |
| Pennsylvania | 2,818,510 | 1,050,635 | 34,400,941 |
| Virginia | 33,066 | 5,349 | 178,335 |
| Washington | 30,924 | 2,950 | 254,023 |
| Total | 18,301,094 | 8,236,652 | 197,787,798 |



Natural maturity under experienced supervision — whiskey produced of the finest materials — make the name T. W. SAMUELS and QUALITY synonymous.

*"There's a barrel of satisfaction in every bottle."*

**T. W. SAMUELS**
**STRAIGHT BOURBON WHISKEY**

Distilled and Bottled by T. W. Samuels Distillery, Inc.
Distillery—Deatsville (Nelson Co.), Ky.
*Executive Offices:* 404-406 KEITH BLDG., CINCINNATI

**Orran I. Grossman,**
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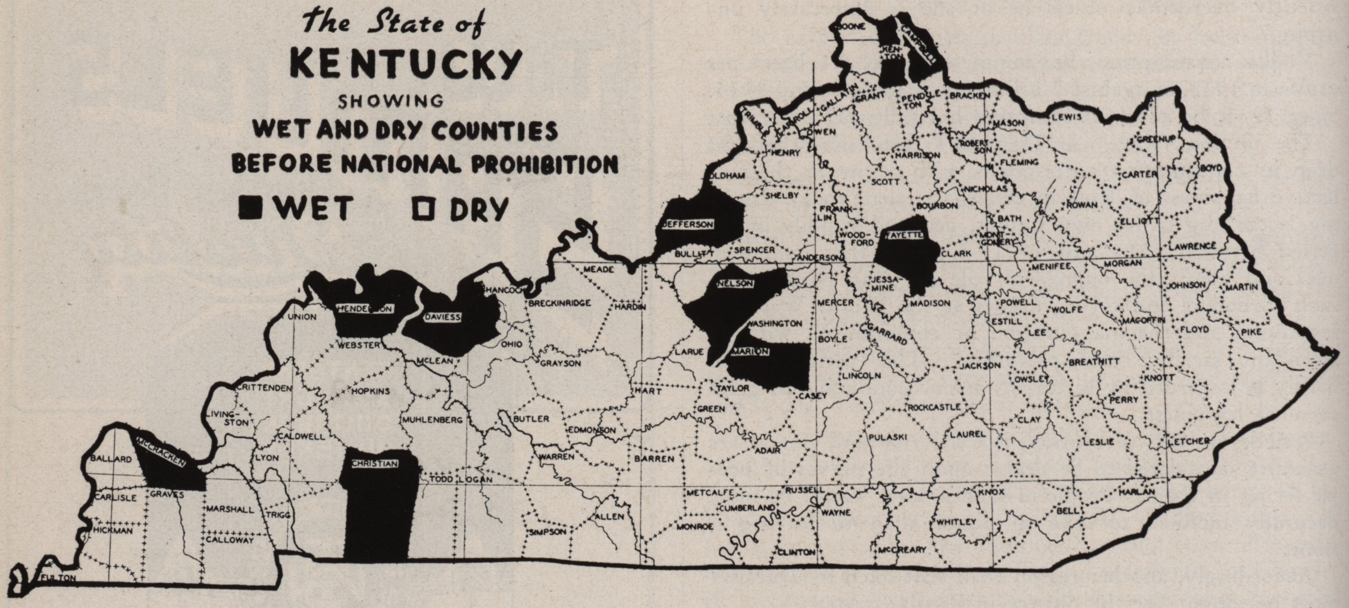
San Francisco

**Meyer Frank,**
110 S. Dearborn St.,
Chicago

**Julius Wallbrunn,**
1224 Lawrence St.,
Denver

**W. A. Thomson, Jr.,**
Cherokee Park,
Louisville


The State of
KENTUCKY
SHOWING
WET AND DRY COUNTIES
BEFORE NATIONAL PROHIBITION
■ WET □ DRY
BOONE
KENTON
CAMPBELL
GALLATIN
GRANT
PENDLETON
BRACKEN
TRIMBLE
CARROLL
OWEN
MASON
LEWIS
HENRY
ROBERTSON
HARRISON
GREENUP
FLEMING
SCOTT
CARTER
BOYD
OLDHAM
SHELBY
NICHOLAS
FRANKLIN
BOURBON
ROWAN
BATH
JEFFERSON
WOODFORD
FAYETTE
MONTGOMERY
ELLIOTT
BULLITT
SPENCER
ANDERSON
CLARK
LAWRENCE
MEADE
MENIFEE
MORGAN
HANCOCK
NELSON
JESSAMINE
JOHNSON
MARTIN
HENDERSON
DAVIESS
BRECKINRIDGE
HARDIN
MERCER
MADISON
POWELL
WOLFE
UNION
WASHINGTON
ESTILL
LEE
MAGOFFIN
FLOYD
PIKE
WEBSTER
OHIO
GARRARD
MCLEAN
GRAYSON
LARUE
MARION
BOYLE
BREATHITT
JACKSON
OWSLEY
KNOTT
CRITTENDEN
HOPKINS
TAYLOR
LINCOLN
HART
CASEY
PERRY
LIVINGSTON
GREEN
ROCKCASTLE
MUHLENBERG
BUTLER
CALDWELL
EDMONSON
CLAY
MCCRACKEN
PULASKI
LAUREL
LESLIE
LETCHER
BALLARD
LYON
ADAIR
WARREN
BARREN
CHRISTIAN
TODD
LOGAN
CARLISLE
GRAVES
MARSHALL
TRIGG
METCALFE
RUSSELL
KNOX
HARLAN
CUMBERLAND
BELL
HICKMAN
CALLOWAY
ALLEN
WAYNE
SIMPSON
MONROE
WHITLEY
CLINTON
MCCREARY
FULTON

## Kentucky Liquor Legislation

With the Kentucky General Assembly—better known as the Kentucky Legislature, having entered its 1936 session early in January, an absorbing topic of conversation in distillery, wholesale and retail liquor channels revolves around just what legislation will be enacted as affecting the liquor industry.

It is too soon to give serious consideration to this matter, in that at best it would be merely guesswork. It is patent that legislation will be enacted to control wholesale and retail distribution of distilled alcoholic products over the state, since the state has been operating under makeshift liquor control for nearly two years. There is a strong chance that Kentucky will adopt some from of retail sales tax on all bottled goods sold in the state; perhaps a stamp tax similar to those in various states.

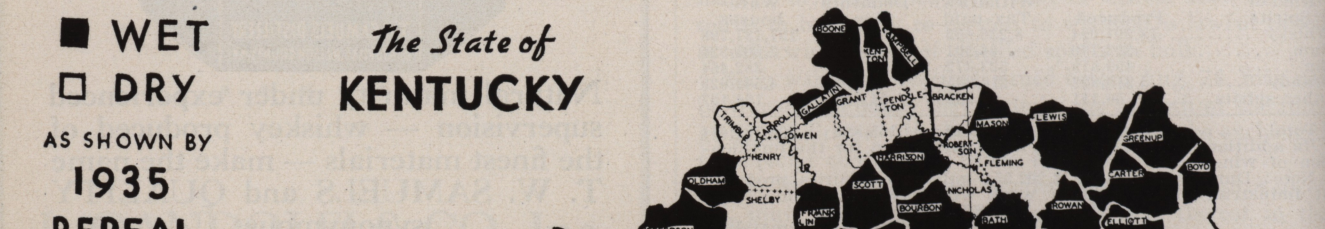
Legislation is about ready for the Governor's signature which will remove the three per cent sales tax in Kentucky immediately upon signing, that being a part of the campaign pledge of Governor A. B. (Happy) Chandler, that if elected he would remove the much disliked sales tax.

However, the state is some $25,000,000 in debt, mostly represented by outstanding warrants, despite a regulation in the constitution that the maximum indebtedness may not be more than $500,000. The politicians have always gotten around that by contending that the floating debt is current expenditures—not a funded or bonded debt—and therefore legal.

However, Gov. Chandler has announced his intent to reduce state expenses, abandon many useless offices and departments, and make up for reduction in state income from abolition of the 3 per cent sales tax in other ways. An income tax is one method considered. A gallonage sales tax on bottled liquors is another that is considered. Likewise there has been considerable talk heard regarding increase in the Kentucky Production Tax of 5 cents a gallon on whisky as made; but it is believed that the Frankfort lawmakers are fully familiar with the fact that the industry can't stand an increase in production tax and compete with distillers in other states who have no production tax.

Newspapers have published considerable material regarding proposed new regulations for the entire liquor industry in Kentucky, as proposed by liquor organizations, and various others—but none of it is tangible enough to give serious consideration to at this time.

However, liquor legislation is expected to be an important part of the present legislative session.


■ WET
□ DRY
AS SHOWN BY
1935
REPEAL
VOTE
The State of
KENTUCKY
BOONE
KENTON
CAMPBELL
GALLATIN
GRANT
PENDLETON
BRACKEN
TRIMBLE
CARROLL
OWEN
MASON
LEWIS
HENRY
ROBERTSON
HARRISON
GREENUP
FLEMING
SCOTT
CARTER
BOYD
OLDHAM
SHELBY
NICHOLAS
FRANKLIN
BOURBON
ROWAN
BATH
JEFFERSON
WOODFORD
FAYETTE
MONTGOMERY
ELLIOTT
BULLITT
SPENCER
ANDERSON
CLARK
LAWRENCE
MEADE
MENIFEE
MORGAN
HANCOCK
NELSON
JESSAMINE
JOHNSON
MARTIN
HENDERSON
DAVIESS
BRECKINRIDGE
HARDIN
MERCER
MADISON
POWELL
WOLFE
UNION
WASHINGTON
ESTILL
LEE
MAGOFFIN
FLOYD
PIKE
WEBSTER
OHIO
GARRARD
MCLEAN
GRAYSON
LARUE
MARION
BOYLE
BREATHITT
JACKSON
OWSLEY
KNOTT
CRITTENDEN
HOPKINS
TAYLOR
LINCOLN
HART
CASEY
PERRY
LIVINGSTON
GREEN
ROCKCASTLE
MUHLENBERG
BUTLER
CALDWELL
EDMONSON
CLAY
MCCRACKEN
PULASKI
LAUREL
LESLIE
LETCHER
BALLARD
LYON
ADAIR
WARREN
BARREN
CHRISTIAN
TODD
LOGAN
CARLISLE
GRAVES
MARSHALL
TRIGG
METCALFE
RUSSELL
KNOX
HARLAN
CUMBERLAND
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AMERICA HAS OK'd IT!

FOR TASTE, BOUQUET, SMOOTHNESS AND MIXING QUALITIES

Gold label
SUPERIOR QUALITY
RONRICO
DISTILLED
PUERTO RICO
RUM
86 PROOF
4/5 QUART
75.7 CENTILITROS
DISTILLED AND BOTTLED BY
PUERTO RICO DISTILLING COMPANY
AT ARECIBO, P.R.

2 Types—
White Label
and
Gold Label

4 Sizes—
4/5 qt., 4/5 pt.,
1/2 pt., and
miniature

Ronrico has boosted rum sales with leaps and bounds in bars and package stores everywhere.

The reasons are simple—it's an *imported*, full-bodied, distilled Puerto Rican rum that comes to America *duty free*. That's the reason its price is comparable to domestic liquors. Ronrico's distinctive, wonderful flavor and smoothness, coupled with its unusually low price, have made it a "natural" with package stores.

Bar men are taking to Ronrico like ducks to water because it's creating extra business and greater profits for them. They say: "the rare mixing qualities of Ronrico are unsurpassed; so many of our customers demand Ronrico in their rum drinks. And the demand is constantly increasing for Ronrico in the old favorites such as Sours, Manhattans, Old Fashioneds, Collins and other mixed drinks that heretofore were made only with whiskey, gin and brandy. Many like it straight or with soda. Straight or mixed, we are constantly hearing the remark 'Ronrico Tastes Good.'"

SMELL **RONRICO**.. TASTE IT
TEST IT.. DRINK IT.. AND THEN YOU WILL
UNDERSTAND WHY "AMERICA HAS OK'd IT."

IMPORTED BY
**McKESSON & ROBBINS, Inc.**
NEW YORK N.Y.—Distilled and Bottled at ARECIBO, PUERTO RICO
By PUERTO RICO DISTILLING CO.

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CRÈME de CACAO
Fritzsche Flavored

As American palates become more and more discriminating, this favored European cordial gains in popularity. The most successful rectifiers have found that FRITZSCHE FLAVORS alone impart that tempting individuality and delicacy of flavor for which Crème de Cacao is distinguished.

Experience — the result of more than three score years of ceaseless experimentation and study related to the production of fine liquors — is one factor which has enabled us to cater so successfully to the revived liquor industry. That experience is available at all times to those who appreciate the merchandising advantages of quality products.

We invite you to take advantage of our enlarged facilities and to sample our guaranteed cordial and liqueur flavors. For our complete catalog address Dept. M-361.

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Proprietors of PARFUMERIES de SEILLANS Seillans, France
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DISTILLERS OF FINE KENTUCKY BOURBON WHISKEY
BUFFALO SPRINGS DISTILLING CO.
INCORPORATED
STAMPING GROUND, KENTUCKY
BOSS of the Herd
"SINCE 1868"

# IMPORTED ALCOHOLIC BEVERAGE STATISTICS

In the case of whisky, a comparison of the imports made during the first nine months of 1935 with the first nine months of 1934 indicates that the duty-paid withdrawals of whisky from Canada, the United Kingdom, and Cuba have shown a decided increase. It is anticipated that the withdrawals which may be made during the last three months of 1935 for whisky will be below those made in 1934 because of the hand-to-mouth buying which is occurring at present in view of the reduction of duty which goes into effect on January 1, 1936. In the case of brandy, the imports for 1935, both from France and all other countries, show a decided decline. In the case of rum, Table 3 shows quite clearly the effect of the reduced duty which has been operative for some time. Prior to the reduction in the duty on Cuban rum which occurred in 1934, the general trend had been sharply downward. Beginning with September, 1934, there was a sharp increase in the importations which has been maintained during 1935. In the case of rum coming from Jamaica and the United Kingdom, beginning with July, 1935, there has been a decided improvement in the trade. It is evident that for rums the reductions in duty had the effect of not only stimulating the trade but also to a certain extent of stabilizing the monthly withdrawals.

The trade in cordials, liqueurs, and other specialties is evidently declining

TABLE 1

## Whisky—United States Duty Paid Imports

(Proof Gallons)

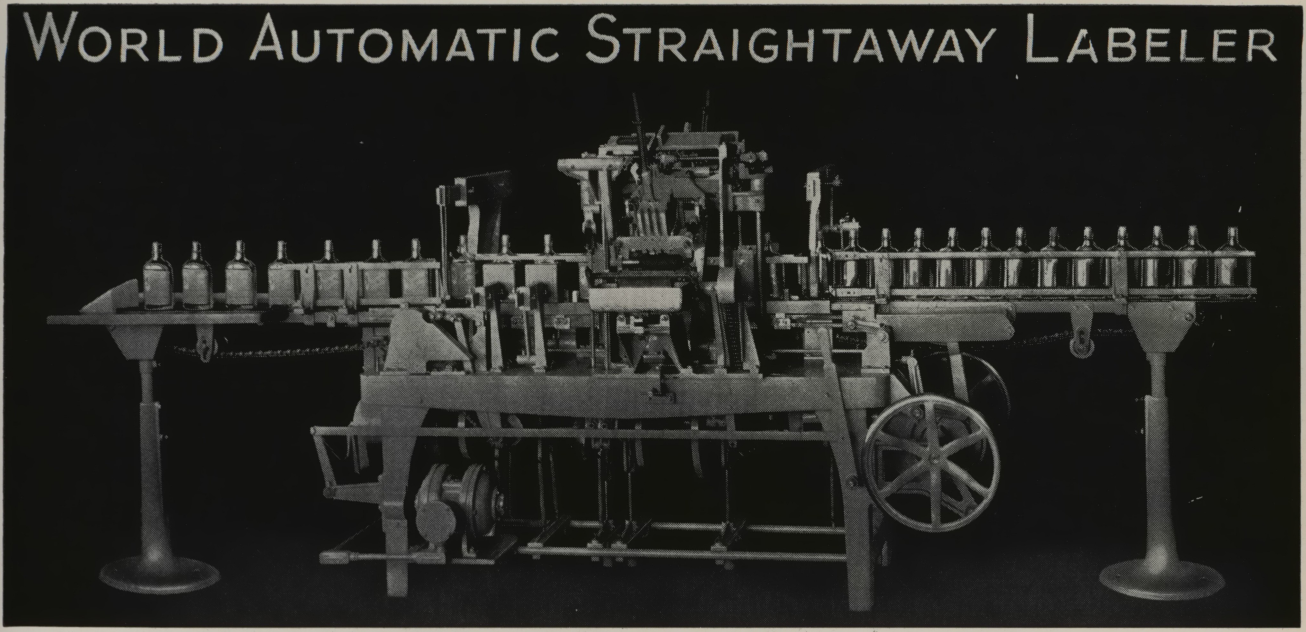
| | From All Countries | | Canada | | United Kingdom | | Irish Free State | | Cuba | |
|---|---|---|---|---|---|---|---|---|---|---|
| | 1934 | 1935 | 1934 | 1935 | 1934 | 1935 | 1934 | 1935 | 1934 | 1935 |
| January | 452,807 | 390,201 | 205,217 | 215,919 | 212,480 | 147,932 | 4,852 | 5,250 | 6,009 | 6,059 |
| February | 410,652 | 443,556 | 119,879 | 223,549 | 249,997 | 191,586 | 5,070 | 5,342 | 4,183 | 8,535 |
| March | 478,423 | 503,778 | 213,803 | 336,156 | 225,638 | 148,729 | 6,101 | 4,452 | 1,688 | 7,638 |
| April | 283,181 | 474,362 | 135,711 | 276,923 | 121,541 | 180,200 | 9,062 | 5,168 | 3,378 | 3,913 |
| May | 266,837 | 490,655 | 133,456 | 265,374 | 111,637 | 204,045 | 4,859 | 3,670 | 3,935 | 7,099 |
| June | 302,574 | 429,780 | 148,283 | 205,138 | 131,643 | 205,625 | 2,421 | 4,415 | 3,949 | 6,511 |
| July | 265,867 | 353,889 | 154,577 | 170,576 | 97,553 | 169,064 | 1,744 | 992 | 2,546 | 4,100 |
| August | 320,652 | 386,546 | 189,864 | 195,393 | 110,287 | 180,235 | 2,389 | 1,065 | 2,455 | 6,249 |
| September | 445,743 | 539,666 | 256,053 | 280,164 | 160,938 | 245,227 | 3,214 | 2,670 | 4,099 | 2,775 |
| October | 645,098 | ...... | 412,678 | ...... | 197,175 | ...... | 4,929 | .... | 7,272 | .... |
| November | 721,215 | ...... | 472,102 | ...... | 221,962 | ...... | 4,199 | .... | 4,836 | .... |
| December | 1,023,286 | ...... | 696,074 | ...... | 291,384 | ...... | 7,903 | .... | 5,825 | .... |
| Total | 5,616,335 | ...... | 3,137,697 | ...... | 2,132,235 | ...... | 56,743 | .... | 50,175 | .... |
| Total 9 months, January-September | 3,226,736 | 4,012,433 | 1,556,843 | 2,169,192 | 1,421,714 | 1,672,643 | 39,712 | 33,024 | 32,242 | 52,879 |

TABLE 2

## Brandy—U. S. Duty Paid Imports

(Proof Gallons)

| | 1934 | | 1935 | |
|---|---|---|---|---|
| | France | All Countries | France | All Countries |
| January | 56,310 | 64,517 | 35,688 | 40,336 |
| February | 65,215 | 73,699 | 30,808 | 36,294 |
| March | 41,154 | 56,190 | 24,389 | 27,410 |
| April | 28,422 | 33,830 | 32,340 | 35,888 |
| May | 25,119 | 32,507 | 27,027 | 32,487 |
| June | 21,774 | 35,898 | 23,741 | 28,186 |
| July | 14,268 | 19,956 | 23,359 | 26,139 |
| August | 17,428 | 23,098 | 21,267 | 23,988 |
| September | 35,188 | 41,222 | 33,139 | 38,013 |
| October | 46,784 | 51,780 | ..... | ..... |
| November | 42,221 | 48,041 | ..... | ..... |
| December | 64,428 | 72,714 | ..... | ..... |
| Total | 458,311 | 553,452 | ..... | ..... |
| Total 9 months, January-September | 304,878 | 380,917 | 251,758 | 288,741 |



**Model H Large Double World Automatic Straightaway Labeler —front and back labels at one operation . . . on flasks and quart round bottles . . . speed, 60 labeled bottles per minute.**

**ECONOMIC MACHINERY COMPANY . . . WORCESTER, MASS.**

**Makers of Complete Line of Automatic and Semi-Automatic Labelers.**

and, for the first nine months of 1935, is less than 50 per cent of what it was in 1934.

Tables 5 and 6 (pages 87 and 88) give the figures with respect to the duty-paid withdrawals on champagne and still wines. In 1935 the duty paid imports for the first nine months are far below the similar figures for the first nine months of 1934. The sales of champagnes and other sparkling wines are languishing largely because of the high tariff and tax. It does not appear possible to develop a market in the United States for the champagnes and sparkling wines comparable to that which the importing trade enjoyed prior to prohibition, unless the tariff and the Internal Revenue tax is decidedly reduced. It is anticipated that the next session of Congress will reduce by 50 per cent the existing Internal Revenue taxes on champagnes and still wines. With respect to still wines, the figures for all countries for 1935 show very sharp drops. It is not believed that the decline in consumption of wines may be attributed entirely to the tariff and Internal Revenue tax. When compared with the statistics for imported whiskies it seems obvious that the consumers are buying spirits in preference to wines.

### TABLE 4

## Cordials, Liqueurs, Bitters and Other Specialties U. S. Duty Paid Imports

(Proof Gallons)

| | 1934 | 1935 | |
|---|---|---|---|
| | France[1] | France | All Countries[2] |
| January | 22,875 | 12,104 | 21,368 |
| February | 37,585 | 9,530 | 17,561 |
| March | 29,427 | 7,220 | 13,353 |
| April | 21,490 | 8,506 | 19,723 |
| May | 18,873 | 9,165 | 16,943 |
| June | 16,823 | 9,473 | 16,804 |
| July | 9,277 | 7,751 | 11,664 |
| August | 7,930 | 6,785 | 9,887 |
| September | 13,404 | 9,942 | 17,582 |
| October | 17,313 | .... | ..... |
| November | 23,897 | .... | ..... |
| December | 35,823 | .... | ..... |
| Total | 254,717 | .... | ..... |
| Total 9 months, January-September | 177,684 | 80,476 | 144,885 |

[1] Includes small quantities of Rum.
[2] Not available for 1934.

### TABLE 5

## Champagne and Other Sparkling Wines—U. S. Duty Paid Imports

(Gallons)

| | 1934 | | 1935 | |
|---|---|---|---|---|
| | France | All Countries | France | All Countries |
| January | 36,875 | 50,577 | 15,715 | 20,316 |
| February | 35,496 | 44,628 | 11,650 | 13,870 |
| March | 26,510 | 37,440 | 9,152 | 11,125 |
| April | 16,758 | 21,777 | 9,762 | 11,861 |
| May | 12,827 | 20,580 | 13,343 | 15,810 |
| June | 16,598 | 23,407 | 15,272 | 18,723 |
| July | 8,310 | 13,254 | 10,141 | 12,164 |
| August | 8,341 | 11,937 | 10,354 | 12,214 |
| September | 11,313 | 17,106 | 16,717 | 19,607 |
| October | 22,696 | 30,967 | ..... | ..... |
| November | 33,003 | 41,345 | ..... | ..... |
| December | 62,910 | 79,275 | ..... | ..... |
| Total 12 months | 291,547 | 392,493 | ..... | ..... |
| Total 9 months, January-September | 173,028 | 240,706 | 112,106 | 135,690 |

TABLE 3

## Rum—U. S. Duty Paid Imports

(Proof Gallons)

| | 1934 | | 1935 | | | |
|---|---|---|---|---|---|---|
| | Cuba[1] | Jamaica | Cuba | Jamaica | United Kingdom[2] | All Countries[2] |
| January | 22,828 | 10,816 | 29,960 | 5,520 | 2,174 | 38,930 |
| February | 16,818 | 1,748 | 29,085 | 4,850 | 2,236 | 37,575 |
| March | 29,554 | 4,390 | 22,083 | 2,088 | 2,139 | 27,229 |
| April | 15,540 | 2,712 | 20,459 | 2,258 | 1,158 | 24,737 |
| May | 21,450 | 2,525 | 10,457 | 1,430 | 848 | 13,615 |
| June | 18,686 | 3,867 | 32,497 | 6,150 | 2,945 | 53,818 |
| July | 11,729 | 3,299 | 22,957 | 5,090 | 2,228 | 32,844 |
| August | 11,640 | 3,537 | 23,022 | 5,044 | 2,577 | 36,057 |
| September | 25,333 | 3,826 | 35,160 | 4,944 | 3,430 | 46,992 |
| October | 37,840 | 3,854 | ..... | .... | .... | ..... |
| November | 37,332 | 4,970 | ..... | .... | .... | ..... |
| December | 47,853 | 8,357 | ..... | .... | .... | ..... |
| Total | 296,594 | 54,901 | ..... | .... | .... | ..... |
| Total 9 months, January-September | 173,578 | 36,720 | 225,680 | 37,374 | 19,735 | 311,797 |

---

[1] Small quantities of cordials and liqueurs included in this figure.
[2] Not available for 1934.

TABLE 6

## Still Wines—U. S. Duty Paid Imports

(Gallons)

| | 1934 | | | | | | 1935 | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | France | Spain | Portugal | Germany | Italy | All Countries | France | Spain | Portugal | Germany | Italy | All Countries |
| January | 116,709 | 54,930 | 13,838 | 45,351 | 159,506 | 483,412 | 47,187 | 26,604 | 7,875 | 13,214 | 74,247 | 207,432 |
| February | 147,819 | 42,164 | 18,670 | 29,484 | 148,339 | 442,193 | 48,461 | 27,567 | 5,770 | 13,104 | 50,954 | 169,516 |
| March | 78,731 | 41,486 | 12,949 | 27,052 | 150,899 | 380,088 | 46,239 | 31,950 | 10,971 | 9,410 | 56,687 | 179,923 |
| April | 62,481 | 33,633 | 11,771 | 18,663 | 68,359 | 242,571 | 54,182 | 24,136 | 7,391 | 11,793 | 53,256 | 179,938 |
| May | 83,666 | 42,366 | 19,097 | 31,731 | 43,660 | 288.932 | 51,501 | 23,939 | 5,314 | 10,546 | 55,528 | 168,907 |
| June | 68,828 | 84,056 | 6,076 | 20,900 | 51,063 | 265,941 | 49,679 | 26,331 | 3,313 | 13,245 | 60,405 | 175,038 |
| July | 40,831 | 20,163 | 3,842 | 11,502 | 35,711 | 140,306 | 40,904 | 14,382 | 2,758 | 7,896 | 49,907 | 144,715 |
| August | 36,163 | 15,493 | 2,231 | 9,372 | 34,446 | 125,683 | 43,349 | 17,053 | 3,959 | 6,531 | 40,727 | 130,232 |
| September | 57,667 | 23,259 | 4,571 | 12,317 | 42,545 | 178,936 | 45,978 | 27,567 | 5,640 | 11,039 | 48,485 | 164,783 |
| October | 73,758 | 29,361 | 9,443 | 12,318 | 68,019 | 236,468 | ..... | ..... | .... | ..... | ..... | ...... |
| November | 91,671 | 39,797 | 12,120 | 16,368 | 66,049 | 270,203 | ..... | ..... | .... | ..... | ..... | ...... |
| December | 114,202 | 51,988 | 19,587 | 27,063 | 110,980 | 401,409 | ..... | ..... | .... | ..... | ..... | ...... |
| Total 12 months | 972,526 | 478,696 | 134,195 | 262,121 | 979,576 | 3,456,142 | ..... | ..... | .... | ..... | ..... | ...... |
| Total 9 months, Jan.-Sept. | 692,895 | 357,550 | 93,045 | 206,372 | 734.528 | 2,548,062 | 427,480 | 219,529 | 52,991 | 96,778 | 490,196 | 1,520,484 |

*Importers*

**SINCE 1856**

- **VEUVE CLICQUOT** *Champagnes*
- **CRUSE & FILS FRÈRES** *Clarets, Sauternes, Burgundies*
- **ANHEUSER & FEHRS** *Rhine and Moselle Wines*
- **GARVEY & CO.** *Sherries*
- **FEUERHEERD BROS. & CO.** *Ports*

REPRESENTED IN THE UNITED STATES
by
**THE JOS. GARNEAU CO., INC.**
NEW YORK, N. Y.

JOHN BISSET & CO., LTD.
*Distillers*
*Established 1812* • ABERDEEN • SCOTLAND

After carefully surveying the American Market have decided that the time had now come that

**BISSET'S GOLD LABEL**
*EXTRA LIQUEUR* SCOTCH WHISKEY

as supplied to the leading Hotels, Clubs, principal Steamship and Railway Lines throughout the world, should be again available in the United States. **Bisset's Black Label** and **Glenlogie** are also available now.

*Distributors' Territories Open*

WALTER GIBBS MURPHY • *Inc.*
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FAMED

for

FLAVOR

**Natural Fruit Flavor**

**Peach**

•

*Unsurpassed for Peach Brandy.*

•

**SCHIMMEL & CO., INC.**

**601 West 26th Street,**
**New York, N. Y.**

**California's Finest Brandies**

***Muscat and Cognac Process***

CORTENA Brandies, now three years old, are fully matured, rich in aroma and body, and will please the most discriminating.

CORTENA quality equals most imported Cognacs. Why pay high duties?

NET CONTENTS 1 FULL ½ PINT
CORTENA
90 PROOF
California Brandy
"Cognac Process"
DISTILLED FROM WINE ONLY
MADE IN FALL 1932 A CALIFORNIA PRODUCT
CORTENA COMPANY
SAN FRANCISCO

***To the Wholesale Trade:***

We are now bottling our fine Brandies (distilled in Fall, 1932), under the CORTENA brand or under labels furnished by our customers.

CORTENA Brandies are also available in bulk.

Samples on application of licensed dealers interested in purely quality merchandise.

*Territorial rights now being assigned.*

**CORTENA COMPANY**

625 Market Street San Francisco, California

*James Walsh & Co. Inc*
*Distillers & Redistillers.*
*Lawrenceburg, Ind.*

● **Character**
● **Integrity**
● **Responsibility**

*Owned and Operated by the*

*O'SHAUGHNESSY BROS.*

*W. P. O'Shaughnessy*
*President*

*E. A. O'Shaughnessy*
*Vice President*

*V. M. O'Shaughnessy*
*Secy-Treas.*

RUM, GIN AND BRANDY, BY STATES — (MONTH OF NOVEMBER, 1935)

| State | RUM | | | GIN | | | BRANDY | | |
|---|---|---|---|---|---|---|---|---|---|
| | Produced | Withdrawn Tax-paid | Remaining in Bonded Warehouses | Produced | Withdrawn Tax-paid | Remaining in Bonded Warehouses | Produced | Withdrawn Tax-paid | Remaining in Bonded Warehouses |
| Arkansas | ...... | ...... | ...... | ...... | ...... | ...... | ...... | ...... | 5,074 |
| California | ...... | 4,475 | 32 464 | ...... | 11,629 | 57,270 | 5,772,790 | 67,732 | 2,480,353 |
| Colorado | ...... | ...... | 191 | ...... | ...... | ...... | ...... | ...... | ...... |
| Connecticut | ...... | ...... | ...... | ...... | ...... | ...... | 5,168 | 2,685 | 31,993 |
| Delaware | ...... | ...... | ...... | ...... | ...... | ...... | 2,996 | 3,104 | 26,084 |
| Illinois | ...... | 11,087 | 56,052 | 134.794 | 179,535 | 39,469 | ...... | 17,135 | 109,774 |
| Indiana | ...... | 1,137 | 6.346 | 44,298 | 39,952 | 7,822 | ...... | 403 | 45,935 |
| Kentucky | 79,806 | 2,236 | 142,639 | ...... | 67 | 55,570 | ...... | 1,104 | 51,964 |
| Louisiana | 38.709 | 3,065 | 80.993 | ...... | 13,566 | 43,295 | ...... | ...... | ...... |
| Maryland | ...... | ...... | 25,549 | ...... | 2,037 | 15,383 | 7,570 | 374 | 45,343 |
| Massachusetts | 105,215 | 31,448 | 640,868 | ...... | 640 | 22,186 | ...... | 178 | 4,607 |
| Minnesota | ...... | 217 | 1,667 | ...... | ...... | 487 | ...... | 2,103 | 15,312 |
| Missouri | ...... | 12 | 206 | ...... | 54 | 3.256 | ...... | 29 | 5,684 |
| New Jersey | ...... | ...... | 17,788 | ...... | 14,289 | 14,100 | 71,409 | 49,160 | 614.275 |
| New York | ...... | ...... | 1,005 | 80,204 | 80,211 | 7,196 | 15,405 | 52,513 | 745,558 |
| Ohio | ...... | ...... | 96 | ...... | 3,019 | 2,823 | 3,416 | 1,412 | 49,460 |
| Oregon | ...... | ...... | ...... | ...... | ...... | ...... | 14,706 | 475 | 30,714 |
| Pennsylvania | ...... | 13,224 | 1,500,062 | 238,633 | 177,086 | 112,924 | 8,704 | 17,344 | 260,421 |
| Virginia | ...... | ...... | ...... | ...... | ...... | ...... | 17,658 | 514 | 19,478 |
| Washington | ...... | ...... | ...... | 1,590 | 1,287 | 683 | ...... | ...... | ...... |
| Total | 223,730 | 66,901 | 2,505,926 | 499,519 | 523,372 | 382,464 | 5,919,822 | 216,265 | 4,542,029 |

# THE HOTEL OF THE MONTH

## *In Which MIDA'S CRITERION Features An Outstandingly Successful Hotel Once Each Month*

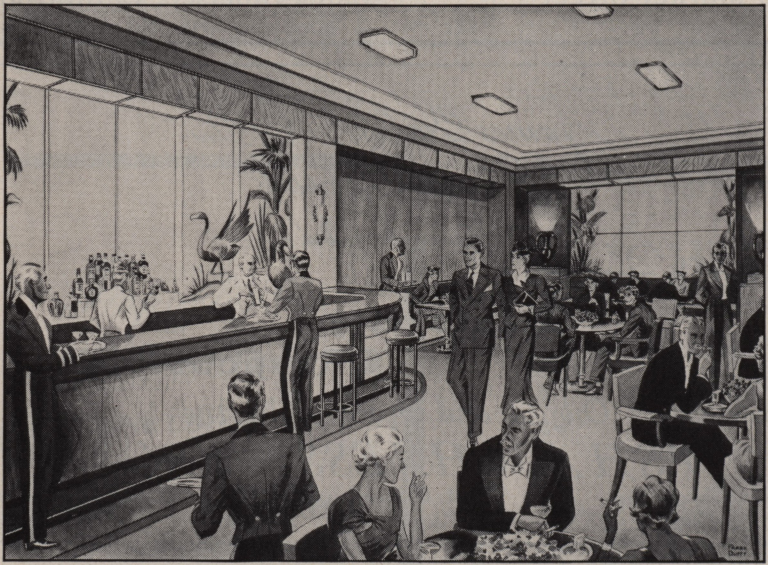
IN OUR travels around, we have found at least one Boston hotel where congenial hospitality is the rule and has kept the Kenmore Hotel, of Boston, out of the red all during the so-called depression days. Located on historical Commonwealth Avenue at Kenmore Square, the Kenmore Hotel is the scene of many of Boston's better functions. Here people gather amid an atmosphere of congeniality.

Realizing the trend of the times and wishing to do more than keep abreast of them, the Kenmore has just completed the installation of an air conditioning system in all of the private banquet rooms as well as the dining rooms and the Lounge Bar.

The Kenmore Hotel has taken the lead in attempting to merchandise wine to their patrons. Shortly after repeal of prohibition an educational program was carried on acquainting patrons with the value of drinking wine with meals. The Kenmore has gathered together a distinguished assortment of authentic wines to meet the tastes of the most discriminating. A man who has had more than 50 years' experience, and who is an authority on wines, is in charge of the wine cellar. Only the finest of liquors are served throughout the entire hotel.

HOTEL
KENMORE

*Hotel Kenmore, Boston, Massachusetts.*



*New Lounge Bar, Hotel Kenmore, Boston, Massachusetts.*

The new Lounge Bar, just recently opened, has a street entrance as well as an entrance from the Grill Room and from the lobby, making it easily accessible. It is one of Boston's most beautiful lounge bars and the favorite rendezvous of many of Boston's finest people.

The success of the Kenmore is due to the good management of Colonel Colyar P. Dodson and his organization. Having formerly been a traveler, Colonel Dodson immediately knew, when his company took over the Hotel Kenmore, what the traveler was looking for and wanted in a hotel, and immediately put his practical knowledge into operation.

A special drink served at this hotel is a Kenmore Rum Punch made with the juice of fresh fruits.

COLONEL COLYAR P. DODSON

**MIDA'S CRITERION, once each month, features some hotel that has come under the observation of its editors, and has been outstandingly successful in the merchandising of wines and liquors.**

**Churchill Downs Distilling Company**
INCORPORATED

**DISTILLERS OF FINE KENTUCKY WHISKEY**

We offer current production of one of the
FINEST OLD FASHIONED SOUR MASH BOURBON WHISKIES
ever produced in Nelson County, Kentucky. Made by Charles Muir, one of America's leading distillers for over 35 years.
Our year-old goods will prove their superiority — we invite comparison.

Distillery:
Smith Switch,
Nelson County, Kentucky

General Offices:
745 W. Main Street,
Louisville, Kentucky

## AFFAIRS AT WASHINGTON

(*Continued from page* 36)

plications from wholesalers had been received up to December 21. There remain about 10,000 wholesalers yet to file their applications.

Mr. Hoyt indicated in the report that more time will probably be needed to get all the wholesalers' permits approved.

"Of the applications received to date," he said, "it has been found that nearly 25% are incomplete, necessitating much additional correspondence, and it will thus be seen that the task of placing all wholesalers under permit by the required date is an enormous one, particularly with the limited staff now available."

At press time, Washington held out no reliable clues as to the name of Judge Hoyt's "permanent" successor. President Roosevelt on January 11 appointed Miss Josephine Roche, special assistant to the Secretary of the Treasury, to serve as administrator for a period of 30 days, it being understood that in the interim a "permanent" administrator will be selected.

Two names have been prominently mentioned for the post—Harris E. Willingham, associate FAA administrator who served as acting administrator up to the time of Miss Roche's appointment, and Stewart Berkshire, deputy commissioner of internal revenue, in charge of the Alcohol Tax Unit. It is not considered likely by informed persons, however, that either will be picked.

A subcommittee of the Senate Finance Committee held a hearing January 13 on H. R. 9185, a measure designed "to insure collection of the revenue on intoxicating liquor, to provide more efficient and economical administration and enforcement of the laws relating to the taxation of intoxicating liquor, and for other purposes."

The House Ways and Means Committee reported the bill favorably to the Senate last August. In general, the measure seeks to strengthen existing liquor revenue laws by increasing penalties for failure to pay proper taxes and display revenue insignia on containers.

The House has also begun consideration of H. R. 8368, a measure to enforce the 21st Amendment.

The Sixty-Eighth Fruit Growers' and Farmers' Convention of the State of California has filed with the House a resolution urging the extension of the stabilization fund of the Secretary of Agriculture to the wine-grape growers of the country. The resolution was referred to the Committee on Agriculture.

A petition of 46 residents of Kingston, N. Y., protesting against the liquor situation in the District of Columbia, and urging the restoration of prohibition in that District, has been referred by the House to the Committee on the District of Columbia.

▼ ▼ ▼

### Delaware Advertising

The Delaware Liquor Commission on December 31 repealed the regulation which has been in effect since February, 1934, under which distillers and others could not advertise by means of ash trays, paper cutters, calendars, blotters, recipe books and other souvenirs.

Previously, advertisers were limited to newspaper and other publications, the radio and price lists.

At the same time, the commission issued a new regulation imposing a bond of $5,000 upon holders of importing licenses.

Another new rule provides that "the regulations of the Federal Alcohol Administration now in force or as they may hereafter be amended governing labels, standards of identity and standards of fill shall be followed in all bottling or sale of alcoholic liquor occurring in the state of Delaware."

**FREED & STERN, Inc.**

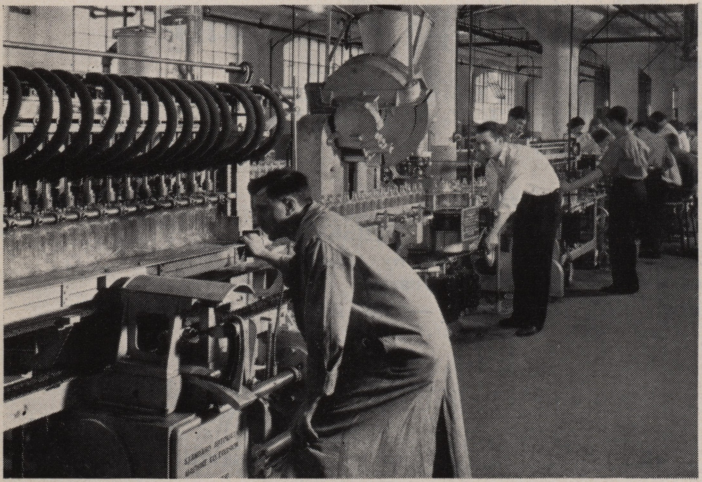
10 South La Salle St.
STATE 9440-70
CHICAGO

Central States Representatives
for
**CHURCHILL DOWNS DISTILLING CO.**

Distillers of Nelson County Old-Fashioned Sour Mash Bourbon Whiskey

**Inquiries Invited**

# ASK LIBERALIZATION OF REGULATIONS



Interior of a Rectifying Plant

A STRONG PLEA for liberalization of Treasury Regulations 15 and other regulations governing rectifiers and wholesale liquor dealers was entered with Stewart Berkshire, deputy commissioner of internal revenue in charge of the Alcohol Tax Unit, by a committee representing the National Wholesale Wine & Liquor Dealers Association, at a conference in the commissioner's office at Washington on Jan. 2.

The meeting was arranged after an appeal for easing of the rules had been addressed to President Roosevelt by the association.

Commissioner Berkshire manifested keen interest in the committee's account of the practical difficulties caused by enforcement of the Treasury regulations during the 90-minute interview in his office.

Exhibiting a cordiality and spirit of cooperation that impressed members of the group deeply, he expressed a desire to review the regulations in the light of the industry's experience and suggested that the association conduct a canvass of rectifiers with a view to sounding out their reaction to the rules.

"Let the rectifiers tell me exactly what they feel is wrong with the regulations and we'll try to revise them," he said, in effect.

He suggested that each rectifier in the country be asked by the group to go over Treasury Regulations 15 point by point and set down his practical problem arising from each for submission to him in a report.

Commissioner Berkshire indicated that every effort to revise those regulations found by the industry at large to be cumbersome, costly and needless would be made, providing such revision would not interfere with the proper collection of the revenue.

At the end of the conference, the committee voted to appoint MIDA'S CRITERION, a representative of which was present, to conduct the survey of the rectifying industry suggested by Mr. Berkshire. It was the thought of the committee that the survey should be as comprehensive as possible and supervised through a medium which has no affiliation with any trade association. This magazine is now conducting the survey.

The committee comprised Miss Gladys Spellman and Tobias Miller of New York, William Zakon of Boston and John W. Waldeck of Baltimore. Carl Connell and J. Grigsby, veteran officials of the Alcohol Tax Unit, also sat in on the conference.

In a memorandum submitted to Mr. Berkshire, which the committee made public, the point was stressed that easing of the Treasury regulations should be made in the light of the fact that a storekeeper gauger personally supervises every operation in rectifying plants.

"If he is efficient," the memorandum stated, "he is capable of supervising the operations of that plant in a manner which will permit profit being derived from that operation. And if he is not efficient, it is the responsibility of the commissioner to replace him with a man who is."

With the government inspector at the plant, the committee contended that many of the regulations "are of an unnecessarily harassing nature."

"Many of these regulations," the brief charged, "were written purely in a prohibitory spirit as evidenced by the continuous reference to penalties throughout.

"Based on 15 years' experience of prohibition which the public of the United States repealed as soon as opportunity presented itself, it should be clear to members of your department that the personal factor is the dominant one in any situation where regulations are to be enforced. If the party or parties wish to evade payment of taxes due they do not have to go to the trouble of establishing an expensive rectifying plant and business in order to have the opportunity to evade such taxes. The fact that a taxpayer has a large capital investment in equipment and plant should bear heavily with your department that he is more concerned with the preservation of that investment than he is with an attempt to gain additional profit by the evasion of any reasonable rules and regulations.

"This committee feels that a more tolerant attitude should be taken by your department toward the industry and that less of the policeman's idea or, to put it plainly, less of the old prohibition crowd's dominance, should be so evident. While we do not attempt to speak for the entire industry, it is a known fact that there is a great wave of resentment over the unreasonable attempts to harass and tie up the industry with absurd rules and regulations which have no actual merit and are only the pet ideas of some swivel-chair gentlemen who have never been in the liquor industry.

"This committee wishes to impress upon your department that it comes here in a spirit of friendship. It also wishes to call to the attention of your department the precarious financial condition of the industry today and unless some relief is given to the industry its back will be forced to the wall and it will be fighting for its very existence."

## Distillers Look for Big 1936

(*Continued from page* 13)

a smashing offensive against domestic whisky prices in the so-called $1.50 -a-pint class. With imported whiskies falling about 50 cents a fifth as a result of the treaty, domestic distillers met the situation by cutting their medium-priced line 20 to 25 cents a pint—a slash obviously not justified by the reduction in the tariff alone. In some instances, the price reductions were effected on blends that use no imported whisky as a base at all.

Following are typical pint price cuts on national brands at New York:

| | Old | New |
|---|---|---|
| Seagram's 5 Crown | $1.42 | $1.19 |
| Seagram's 7 Crown | 1.67 | 1.49 |
| Penn Maryland Imperial | 1.54 | 1.23 |
| Penn Maryland Regal | 1.42 | 1.16 |
| Penn Maryland De Luxe | 1.95 | 1.44 |
| Schnley's Golden Wedding | 1.53 | 1.39 |
| Schenley's Red Label | 1.37 | 1.19 |
| Oldetyme's Green River | 1.23 | .98 |
| Calvert's Reserve | 1.55 | 1.42 |
| Calvert's Special | 1.34 | 1.14 |
| Schenley's Old Quaker | 1.09 | .99 |
| Hiram Walker's Rye and Bourbon | 1.39 | 1.19 |
| G & W 5-Star | 1.45 | 1.09 |
| G & W 7-Star | 1.59 | 1.06 |

These price slashes will undoubtedly be the biggest factor in determining sales trends during the forthcoming year. It will be observed that the number of brands in the dollar-a-pint class, which represents 85% of all whisky sales in this country, has been increased. In addition, whisky in this class will face the competition of brands only a few cents above the dollar mark—brands that have been widely advertised at prices bodering on the $1.50 class.

Irrespective of the price factor, there is a divided opinion among distillers as to whether the trend in 1936 will be toward blends or straights. Most distillers were reluctant to hazard even a guess, but Mr. Karn ventured the prediction that "there will be a definite continuance of the trend to blends. The public likes milder whisky today just as it did before prohibition, and we believe that before the year is over, more than 60% of the volume will be blended whisky."

On this subject, Mr. Seidel once more held a different view.

"Sales trends seem to be defining themselves geographically rather than toward one type or another, in general," he said. "There are definite trends toward straight whiskies in the middle west, and towards blends in the east, even discounting the fact that straight young whiskies are popular all over the country because of the price. Obviously, the volume of business is turning towards cheaper whiskies."

Frank B. Thompson, president of Glenmore Distilleries, Inc., predicted that Kentucky whiskies would gain in favor during 1936, whether in straights or in blends of straights. Some of the larger distillers without Kentucky plants have found such popularity in the words "Kentucky Whisky" that they are building plants in that state.

"Blends of straight whiskies," he said, "are becoming the recognized standards of excellence. They have made possible, at moderate cost, whiskies as fine in everything except age as any ever distilled."

**JACQUIN'S**
**LIQUEURS**
**COCKTAILS**
**SLOE GIN**

*Since* 1884

During the year just ended, Jacquin's famous Liqueurs, Cocktails and Sloe Gin pleased more palates, gave more enjoyment, than any year since our beginning. Dealers who sold Jacquin's made a bigger profit. Prepare now, to feature this line for an even better 1936.

*Write or wire for Price List.*

**Charles Jacquin et Cie,** *INC.*
PHILADELPHIA, PA.

A COMPLETE LINE -
BOTTLES for every need
ONE QUART
1 PINT
WHISKIES
GINS
In distinctive decorative designs, in all wanted sizes, for every need.
WINES
COGNAC
ROCK & RYE
GLENSHAW
G
Bottles

# WAREHOUSE RECEIPTS

THE Pittsburgh plan of financing inventories, warehousing and sales problems of distillers and rectifiers is now a year and a half old and has proved its practicability and value as a financial aid to the distilling industry.

J. Frank Beaman, Pittsburgh Press Financial Editor, states that inquiries have been received from all over the country, as well as from France, and that some forty-odd banks and brokers throughout the United States are participating in the plan.

Some financial editors of the various newspapers have recently seen fit to write condemning the purchase of whisky warehouse receipts. These financial writers, apparently, have not considered the harm they are doing a legitimate industry and its financial agents—the average honest warehouse receipt broker.

The financial editor might just as well condemn all warehouse receipts—all stock and bond houses—all banks—for these groups are all guilty of having within them persons dealing on the old basis of "caveat emptor" (buyer beware).

Whisky warehouse receipts bought on a sound basis, after checking distillery prices, are a safer investment and more sure of an advance in value, over a period of time, than the better-than-average industrial stock.

The whisky warehouse receipt, while a definite unit of itself and handled by special brokers, is an extension of the merchandise warehouse receipt and subject to the laws governing all warehouse receipts. Each state has its own laws requiring certain specific items to be embodied in the receipts, but 44 out of the 48 states have embodied in their laws the standard form receipt as approved by the American Bankers' Association, National Industrial Traffic League, American Warehouse Association and U. S. Department of Commerce. This embodiment of the standard receipt form into the law makes its value as a negotiable instrument that much stronger. In many states the dealers in warehouse certificates must be licensed. In some states they must be bonded. In all states the warehouse itself must be registered. Of course, in the case of whisky warehouses they are under federal bonds and supervision as well.

## The Problem of Carrying Inventories

The problem of carrying inventories of whisky throughout their ageing process and the financing of further addition to stocks has been a serious one, particularly since repeal. Practically all of the money made on whisky since repeal has been made through trading paper, many of the warehouse brokers dealing exclusively within the industry.

Before prohibition the demand for warehouse receipts and their salability were unquestioned, and they were acknowledged as a basis of many a fortune and left in trust for many a dependent family. Lack of knowledge of the present generation and unscrupulous dealers in warehouse certificates have cast some doubt upon their intrinsic value. Although the dreams of the more gullible to make a fortune may have proved to be illusions, in all probability they will not lose their money if they hold the receipt for a sufficient period of time. The more cautious who have investigated before buying and bought at a reasonable price, say ten cents per gallon above distillery prices, not only have a sound investment but one which will pay out at any time with a good profit.

The warehouse receipt business is not a "get-rich-quick" scheme, for it represents merchandise that has a definite price and a very definite sales value, with practically an assured mark-up that will more than cover the cost of retaining it.

In a recent trip through Kentucky I encountered a number of distillers who were using this and straight warehouse certificate plans. In each case the distiller brought out the fact that they were seeking properly aged goods to be bottled and bonded under the government green seal or to mix with newer whisky to make it more potable. There seemed to be a certain amount of pessimism, however, concerning how soon production figures would reach the point where there would actually be an overproduction of whisky. This does not necessarily mean a real effect on the value of warehouse receipts, because the marginal producer will then be forced out of the business, but whatever whisky has been made and warehoused will still be accumulating age and value, and the owner of that whisky is, of course, the owner of the warehouse receipt.

## The Whisky Aging Processes

A point brought out by a reputable distiller in the discussion was that although there were probably a thousand different processes for aging whisky artificially, none of them had stood the test. Time is the only thing that will age whisky properly and man has not yet been able to improve on the process of nature. In that case the holder of a warehouse certificate has in his possession evidence of ownership of merchandise which is bound to accrue in value and will be sought by the distiller, rectifier and blender for the purpose of continuing in business.

While the warehouse receipt form is not a "get-rich-quick" investment, purchased after due inquiry into the ability of the distiller to make good merchandise it should be a sound investment.

NAME CHANGED
KENTUCKY BROKERAGE CO., INC.
TO
**LANCASTER-BENNETT CO.**
INCORPORATED
WASHINGTON BLDG. LOUISVILLE, KY.

**We Specialize in Fine Kentucky Whiskey**
**Current and Future Production**

*We Offer the Experience of 25 Years in the Business.*

P. R. LANCASTER, Pres. E. R. BENNETT, V.-Pres. P. R. LANCASTER, JR., Secy.

## S. GOLDENBURG & CO.

*The House of Service*
*For 31 Years*

WE BUY — WE SELL
WE ADVISE

BULK RUM
BULK WHISKEY
BOTTLED-IN-BOND
BULK BRANDY

**WAREHOUSE RECEIPTS**

1404-1406 SO. CANAL STREET
CHICAGO : : : ILLINOIS

---

## BOURBON SALES CORP.

of Kentucky, Inc.
Republic Bldg., Louisville, Ky.

**Warehouse Receipts**
**Bought — Sold — Quoted**

We Specialize in Kentucky Bourbon Brands for Brokers and the trade

---

We hereby announce a new sixteen-month-old Kentucky straight whiskey, to be offered to the trade in quarts, pints, and half pints, under the name and brand of Justice.

ONE QUART 100 PROOF

MADE RIGHT—TASTES RIGHT

## JUSTICE

**QUALITY** **VALUE**

**STRAIGHT KENTUCKY**
**BOURBON WHISKEY**

MADE AND BOTTLED FOR

**BARCLAY, INC.**
21 GARFIELD PLACE
CINCINNATI, OHIO

Watch for further advertisements and dealer cooperation.

---

## Complete Distillery Copperwork
## Of All Types

**We are thoroughly equipped to make everything of copper used by the Distiller, including beer stills, mash and yeast tub coils, rectifying units, copper tanks, and general copper and brass work.**

**All work done by real coppersmiths of long experience.**

***Distillery Coppersmiths for Fifty Years.***

**MATT. CORCORAN & CO.**
118 North Fifth Street Louisville, Ky.

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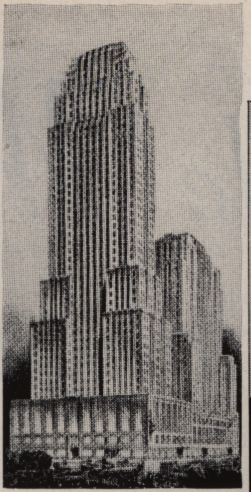

## BULK
## *Whisky*

- We own whiskies in various distilleries, and can supply you — under market — for your immediate needs.
- We will make firm offer — and pay cash — for any Warehouse Receipts you want to sell.
- We make loans to distilleries, rectifiers and wholesalers on Warehouse Receipts.

**R. L. BUSE COMPANY** *Controllers of Distilled Products*
1417-1422 Carew Tower CINCINNATI, O.
Private Branch Exchange: Cherry 2733

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*LET . . .*

## ART WILLIAMS

*solve your bulk whiskey buying problems!*

•

**WAREHOUSE RECEIPTS**
**Bought, Sold and Traded**

•

We'll quote you on a barrel, carload, or Distillery output where available.

**Kentucky Distillers Exchange, Inc.**

A. W. WILLIAMS,
President and General Manager

1295-7 Starks Bldg. Louisville, Ky.

# Trade Marks Registration Department

*Conducted by*

**Mida's Trade-Mark and Patent Bureau**

*Established 1889*

537 S. DEARBORN ST. Our Records Include All Patent Office Trade-Mark Registrations and Copyrights CHICAGO, ILLINOIS

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# LATEST TRADE-MARK REGISTRATION FILINGS

**The following Trade-Marks and Trade Names are in process of registration, subject to prompt notification of opposition on grounds of conflict or priority.**

## DISTILLED ALCOHOLIC LIQUORS

Hammond Liquor Co., Omaha, Nebr.

**GOLDEN ROD**

For Distilled Alcoholic Beverages, particularly whisky, gin, cordials, etc.

Esbeco Distilling Corp., Stamford, Conn.

**JUMBO**

For Distilled Alcoholic Beverages, particularly whisky, gin, cordials, cocktails, rum, brandy, etc.

Esbeco Distilling Corp., Stamford, Conn.

**WHITE EAGLE**

For Distilled Alcoholic Beverages, particularly whisky, gin, cordials, cocktails, rum, brandy, etc.

Olson Co., Inc., Omaha, Nebr.

**LAND OF AKSARBEN**

For Distilled Alcoholic Beverages.

Olson Co., Inc., Omaha, Nebr.

**BILL McDERMOTT**

For Distilled Alcoholic Beverages.

Maryland Club Distilling Corp., New York City.

**LITTLE STRAIGHT**

For Distilled Alcoholic Beverages.

Sunripe Liquor Products Co., San Francisco.

**SUNRIPE**

For Distilled Alcoholic Beverages, particularly cordials, cocktails, etc.

Petri Cigar Co., San Francisco.

**ALBANO**

For Distilled Alcoholic Beverages.

K. Arakelian, Inc., New York City.

**CASA ROYALE**

For Distilled Alcoholic Beverages.

The Milson Co., Cincinnati, Ohio.

**SOUTHERN PLEASURE**

For Distilled Alcoholic Beverages, particularly liqueurs and cocktails.

*Gimbel Bros., Inc., New York City*

TOWN & RACQUET
WATKINS GROVE

Krogman Distilling Co., Inc., Tell City, Ind.

**OLD PERRY**

For Distilled Alcoholic Beverages, particularly whisky, gin, rum, brandy and alcoholic cordials.

Fairfield Distilling Co., Louisville, Ky.

**HOUSE OF NELSON**

For Distilled Alcoholic Beverages, particularly gin.

Fairfield Distilling Co., Louisville, Ky.

**KENTUCKY'S HOST**

For Distilled Alcoholic Beverages, particularly whisky.

Fairfield Distilling Co., Louisville, Ky.

**HOMESTRETCH**

For Distilled Alcoholic Beverages, particularly whisky.

Barclay, Inc., Cincinnati, Ohio.

**JUSTICE**

For Distilled Alcoholic Beverages, particularly whisky.

Gilbert R. Swoboda, Cairo, Ill.

**OLD RAGS**

For Distilled Alcoholic Beverages, particularly whisky.

**CONDUCTED BY MIDA'S TRADE-MARK & PATENT BUREAU CHICAGO, ILLINOIS**

# FEDERAL, STATE AND COMMON LAW TRADE-MARK FILINGS

Krogman Distilling Co., Inc., Tell City, Ind.

**SMOKEY HOLLOW**

For Distilled Alcoholic Beverages, particularly whisky, gin, rum, brandy and alcoholic cordials.

Krogman Distilling Co., Inc., Tell City, Ind.

**WYANDOTTE TAVERN**

For Distilled Alcoholic Beverages, particularly whisky, gin, rum, brandy and alcoholic cordials.

Krogman Distilling Co., Inc., Tell City, Ind.

**OUR PRIVATE BAR**

For Distilled Alcoholic Beverages, particularly whisky, gin, rum, brandy and alcoholic cordials.

*Martell & Co., Cognac, France*
J & F MARTELL

*Sazerac Co., Inc., New Orleans, La.*
KENTUCKY DALE

*Walker's of Boston, Inc., Boston, Mass.*
VIRGINIA LEE

*Frankfort Distilleries, Inc., Louisville, Ky.*
DAWN OF KENTUCKY

*L. Klein, Inc., Chicago*
ELKAY

*Continental Distilling Corp., Philadelphia*
CORNWELL WHISKY

*Ed. Phillips & Sons Co., Minneapolis, Minn.*
PHILLIPS BRAND

*Geo. G. Sandeman, Sons & Co., Ltd., London, Eng.*
DRY DON

*Consolidated Distillers Corp., Baltimore, Maryland*
MARYLAND HUNT CLUB

*Joseph E. Seagram & Sons, Inc., Lawrenceburg, Ind.*
HARMONY

*Wm. Sanderson & Son, Leith, Scotland*
VAT 69

*S. Campbell & Son, Ltd., Glasgow, Scotland*
CLAN CAMPBELL

*James Clark Distilling Corp., Jersey City, N. J.*
*J C (Monogram Design)*

*Denebeim's Wholesale Liquor Co., Kansas City, Mo.*
OLD MOTHER NATURE
DARLINGTON

*Davide Campari, Milan, Italy*
CAMPARI

*Embassy Products, Inc., N. Y. City, assignor, by mesne assignments, to Popper Morson Co., Inc., Jersey City, N. J., a corp. of N. J.*
PETE HAGEN'S

*Wexler Wine & Liquor Co., Chicago*
TEL-AVIV

*The Tom Collins Corp., Cincinnati, Ohio*
THE GIN IS IN—ALL MIXED—
ALL FIXED
[TOM COLLIN'S SENIOR]

*Kienzler Distilling Corp., New York City*
FENIMORE

*Albert Roguet, Courtenay, France*
FLORES COCKTAIL

*C. H. Graves & Sons Co., Boston, Mass.*
WALNUT HILL ROYAL DUKE

*Saccone & Speed Ltd., London, Eng.*
S S. LIQUEUR CREAM

*Standard Distillers Products, Inc., Baltimore, Md.*
KESWICK DEERFIELD
STANDS SUPREME—FAULTLESS
BRAND

*Gooderham & Worts, Ltd., Detroit, Mich.*
GOLD LABEL
G & W GOLD LABEL "DELUXE"

*American Wine & Spirits Co., Philadelphia*
HOWARDS PURPLE SEAL
AMERICAN NAVY
QUEEN OF PENNSYLVANIA

*Atlas Distilled Products, Inc., Chicago*
ATLAS

*L. Bamberger & Co., Newark, N. J.*
TALISMAN

*Hearn Department Stores, Inc., New York City*
HARVEST CREAM

*Bloomingdale Bros. Inc., New York City*
NORTHERN SPY

*The Daviess County Distilling Co., Inc., Owensboro, Ky.*
MEDLEY'S

## WINES

Hammond Liquor Co., Omaha, Nebr.

**GOLDEN ROD**

For Wines.

Esbeco Distilling Corp., Stamford, Conn.

**JUMBO**

For Wines.

Esbeco Distilling Corp., Stamford, Conn.

**WHITE EAGLE**

For Wines.

Sunripe Liquor Products Co., San Francisco.

**SUNRIPE**

For Wines.

Petri Cigar Co., San Francisco.

**ALBANO**

For Wines.

K. Arakelian, Inc., New York City.

**CASA ROYALE**

For Wines.

*Luis Caballero, Chipiona, Spain*
JOSE DE LA CUESTA

*Santa Fe Vintage Co., Los Angeles*
LA CANADA TAP ROOM

*The E. G. Lyons & Raas Co., San Francisco*
ALTAVALE

*Acampo Winery, Inc., Acampo, Calif.*
ACAMPA

*Roma Wine Co., Inc., Lodi, Calif. & New York City*
CHATEAU JOAQUIN
CHATEAU ROMA

*San Gabriel Vineyard Co., San Gabriel, Calif.*
EL MIRASOL

*Franek & Co., Inc., New Orleans, La.*
ORANGE BLOSSOM

*Louis M. Goldberg, New York City*
ORMONT SEAL CREST
(*Coat of Arms Design*)

*Geo. G. Sandeman, Sons & Co., Ltd., London, Eng.*
DRY DON

*La Salle Products, Inc., New York City & Milwaukee, Wisc.*
CASA CARLO

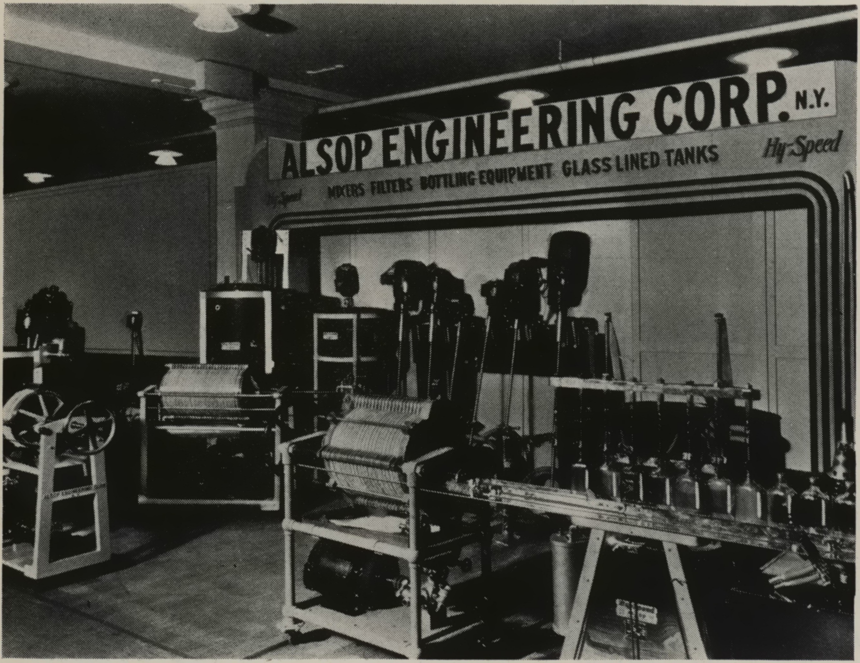
*A. Carbone & Co., Inc., Denver, Colo.*
B - BORDEAUX

*C. Gauthier & Cie, Epernay, France*
WHITE SPLIT

*L. Bamberger & Co., Newark, N. J.*
TALISMAN

CONDUCTED BY MIDA'S TRADE-MARK & PATENT BUREAU CHICAGO, ILLINOIS

# NEW EQUIPMENT


ALSOP ENGINEERING CORP. N.Y.
MIXERS FILTERS BOTTLING EQUIPMENT GLASS LINED TANKS
Hy-Speed

*The Alsop Engineering Corp., New York, displayed its complete line of Hy-Speed mixing, filtering and bottling equipment at the recent Chemical Exposition held in New York. Considerable interest in the Alsop line was evidenced by the hundreds of persons who called at the booth during the week. The company executives look forward with confidence to a decided upturn in business during the coming year.*

## Strip-Stamp Paste

A special strip-stamp paste developed by the National Adhesives Corporation adheres revenue stamps to molded, lacquered, metallic or glass closures, as well as to the neck of the bottle, so that they can not be removed except by scraping.

In view of the difficulties hitherto encountered by distillers and rectifiers in adhering these stamps to the satisfaction of U. S. Revenue Inspectors, this product has already met with enthusiastic reception, having been adopted by many of the largest companies after extensive moisture and temperature tests.

The manufacturer states that the paste eliminates the necessity for separate adhesives for neck and closure, heretofore essential with many of the newer types of closures.

▼ ▼ ▼

## New Tacker

A new vest-pocket size stapler, with a magazine which carries 1,000 staples in a single load and which, therefore, eliminates the inconvenience and time-waste of stopping to load after only a few staples have been applied, has been announced by the Paslode Company, 235 North Bank Drive, Merchandise Mart, Chicago.

The small compact size of this Tacker makes it extremely convenient for use where the Tacker has to be carried around by the operator. It increases the speed of attaching staples and makes its more constant use possible because of the infrequent necessity for re-loading.

A light blow drives the staple securely into position. Unique features of mechanical construction eliminate the possibility of clogging.

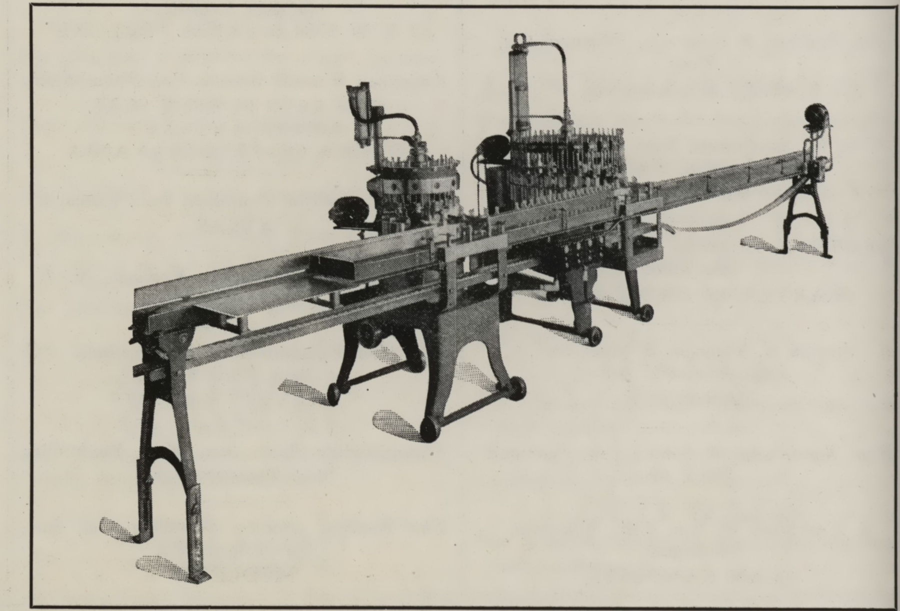
The machine is known as the Paslode Palmgren Thousand Load Tacker. The staples are furnished in a compact roll of 1,000, which are easily inserted in the tacker magazine.

▼ ▼ ▼

## Karl Kiefer Exhibit

An exhibit that attracted a throng of visitors at the recent Exposition of Chemical Industries, the Grand Central Palace, New York, was that of The Karl Kiefer Machine Company, Cincinnati. This was a display of modern equipment for the packaging of liquid and semi-liquid products.

Outstanding was the Kiefer Automatic Unit for cleaning and filling bottles. By a novel arrangement of conveyors, this equipment was in constant operation with bottles continually passing through the machines. Here was demonstrated an almost uncanny accuracy of performance in automatic machinery. No operator was in attendance; yet, with smooth precision, the bottles moved into and through the machines uninterruptedly and with never a moment's delay or faltering in the functioning of the equipment.



*Kiefer Automatic Unit for cleaning and filling bottles.*

Production managers noted with interest that these machines were handling both round and square bottles, all at the same time. Round bottles followed square bottles; square bottles followed round ones—in no particular order, and in an endless cycle—like a watch in its regularity. Here, was illustrated the perfection and mechanical efficiency that has been attained today in bottling equipment.

The Kiefer automatic rotary air bottle cleaner and automatic rotary vacuum filling machine, illustrated on page 98, are used in many plants that bottle medicinal preparations, liquors, food products, oils, toilet preparations and many other products.

In its advertising, The Karl Kiefer Machine Company stresses the point that 60 to 80 pounds of compressed air are used by the bottle cleaner to clean the bottles. It is claimed that this is the only positive way to remove, with air, all the dust, fibers of cartons, slivers of glass that are in the bottles. As the machine is equipped with an air filter, only pure, clean air, free from dirt, oil and moisture is used. The foreign matter that is removed is collected and deposited in a bag.

With the Filling Machine, products as light as perfumes and as heavy as emulsions are filled neatly and accurately, and at high speed. It is said that there are over 400 of these machines in use.

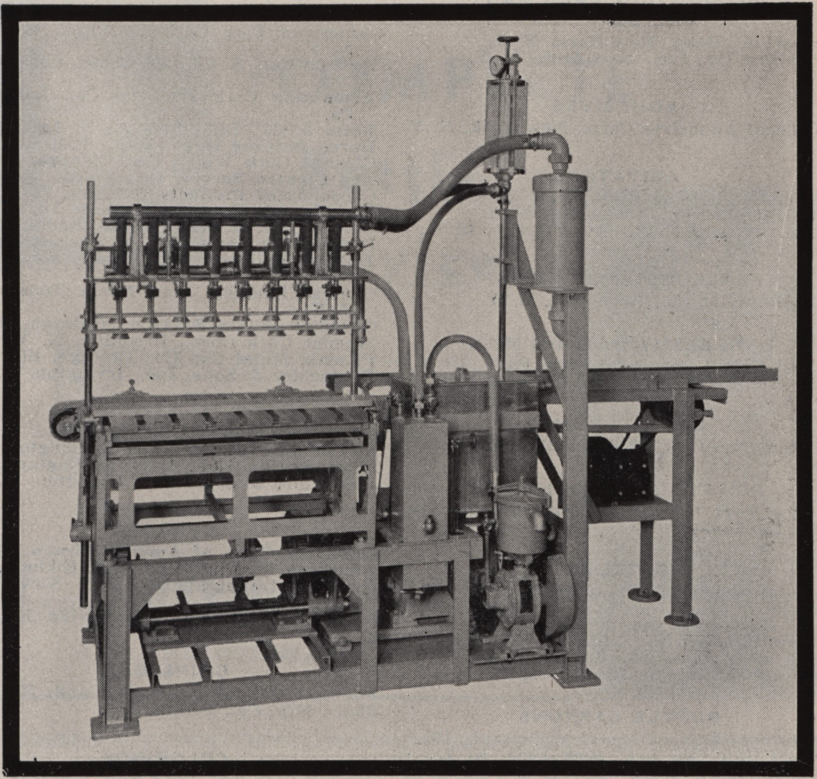
Another machine which gained wide attention was the new Kiefer "Duo-Blo" bottle cleaning machine. This small unit for cleaning bottles with compressed air, has a capacity of up to 40 bottles a minute. It is cleverly designed and equipped with many of the features that have helped to make the automatic machine so successful.

▼ ▼ ▼

## New Master Switch

A new shipper-rod-operated master switch, which performs the function of a two-button, momentary-contact, push-button station, has been announced by the General Electric Company, Schenectady, N. Y. It possesses advantages over previous switches of this type in that its magnetic contactor will pick-up and seal-in even when the shipper rod is operated rapidly and will drop out and remain unenergized, in the case of voltage failure, even when the shipper rod does not complete its travel. A short time delay between making and breaking the pick-up circuit is employed, so that this circuit will always be broken after it has once been established, regardless of the position in which the shipper rod is left.

**U. S. Model C Straight Line Vacuum Filler with Vacuum Bottle Cleaning Unit**



**Simplest—Most Compact and Reasonably Priced Efficient Vacuum Bottle Cleaning and Filling Machine of the Automatic Power Operated Type.**

**Can be furnished in 6-8-10-12 and 14 Tubes as desired.**

**Capacity up to 1000 Cases Per Day**

**Discharges automatically to conveyor and can be arranged with sectional conveyor to discharge to other automatic machines.**

**Any New Model C Straight Line Vacuum Filler, either Automatic or Semi-Automatic types, can now be had with Vacuum Cleaning Tubes and Vacuum Unit for bottle-cleaning purposes.**

**We Manufacture and Install**

**Agitators**
**Belt Conveyors**
**Cappers**
**Corkers**
**Cooling Conveyors**
**Filters**
**Pumps**
**Strainers**
**Washers**
**Water Stills**
**Dryers**
**Vacuum Fillers**
**Accurate Measure Fillers**
**Siphon Fillers**
**Storage Tanks**

**U. S. BOTTLERS MACHINERY CO.**

4017-4037 No Rockwell Street
Offces in all principal cities
Chicago, Illinois

# *Buyer's Guide*

### ACCOUNTING EQUIPMENT AND SUPPLIES

Robert A. Haag, New York, N. Y.
Printline Co., Inc., New York, N. Y.

### ADHESIVES

National Adhesives Corp., New York, N. Y.

### AGITATORS

Alsop Engineering Corp., New York, N. Y.
The Pfaudler Co., Rochester, N. Y.
U. S. Bottlers Mach. Co., Chicago, Ill.

### ALCOHOL PURIFIERS

The Pfaudler Co., Rochester, N. Y.

### BARRELS (Wooden and Metal)

Allied Barrel Corp., Oil City, Pa.
The Sid Klein Corp., New York, N. Y.

### BARREL PUMPS

Viking Pump Co., Cedar Falls, Iowa.

### BOILERS AND MOUNTINGS

Henry Vogt Mach. Co., Louisville, Ky.
The Lunkenheimer Co., Cincinnati, O.

### BOTTLES

Capstan Glass Co., Connellsville, Pa.
Glenshaw Glass Co., Glenshaw, Pa.
Hart Glass Mfg. Co., Dunkirk, Ind.
Owens-Illinois Glass Company, Toledo, O.
F. E. Reed Glass Co., Rochester, N. Y.
Whitall-Tatum Co., New York, N. Y.

### BOTTLE CARTONS

Container Corp. of America, Chicago, Ill.
Robert Gair Co., Inc., New York, N. Y.
The Hinde & Dauch Paper Co., Sandusky, Ohio.
Illinois Carton & Label Co., Elkhart, Ind.
Owens-Illinois Glass Co., Toledo, Ohio.
Rossotti Lithographing Co., Inc., New York, N. Y.
Standard Printing Co., Louisville, Ky.

### BOTTLING EQUIPMENT & MACHINERY

Alsop Engineering Corp., New York, N. Y.
Crown Cork & Seal Co., Baltimore, Md.
Filter Paper Co., Chicago, Ill.
Horix Mfg. Co., Pittsburgh, Pa.
The Karl Kiefer Machine Co., Cincinnati, O.
Pneumatic Scale Corporation, Quincy, Mass.
U. S. Bottlers Machinery Co., Chicago, Ill.

### BOTTLE FILLERS

Alsop Engineering Corp., New York, N. Y.
Horix Mfg. Co., Pittsburgh, Pa.
The Karl Kiefer Mach. Co., Cincinnati, O.
Pneumatic Scale Corp., Ltd., Quincy, Mass.
U. S. Bottlers Mach. Co., Chicago, Ill.

### BOTTLE WASHERS AND RINSERS

Alsop Engineering Corp., New York, N. Y.
The Karl Kiefer Mach. Co., Cincinnati, O.
Pneumatic Scale Corp., Ltd., Quincy, Mass.
U. S. Bottlers Mach. Co., Chicago, Ill.

### BOXES (And Cases)

Container Corp. of America, Chicago, Ill.
Hinde & Dauch Paper Co., Sandusky, O.
Owens-Illinois Glass Co., Toledo, Ohio.

### BUNGS (Compressed)

Armstrong Cork Products Co., Lancaster, Pa.
Dodge Cork Co., Inc., Lancaster, Pa.

### BURNT SUGAR COLOR

E. Berghausen Chemical Co., Cincinnati, Ohio.
Alex Fries & Bro., Cincinnati, O.
Fries & Bro., New York, N. Y.
Fries & Fries, Inc., Cincinnati, Ohio.
Fritzsche Bros., Inc., New York, N. Y.
Pichel Products Co., Inc., New York, N. Y.
W. Sheinker & Son, Inc., New York, N. Y.

### CAPS, CORKS AND CLOSURES

Aluminum Seal Co., New Kensington, Pa.
American Star Cork Co., Inc., Brooklyn, N. Y.
Anchor Cap & Closure Corp., Long Island City, N. Y.
Armstrong Cork Products Co., Lancaster, Pa.
Betts & Co., Ltd., London, N. I., England.
Burns Bottling Mach. Wks., Baltimore, Md.
Chicago Cork Works Co., Chicago, Ill.
The Closure Service Co., Toledo, Ohio.
Consolidated Products Co., New York, N. Y.
Cork Import Corporation, New York, N. Y.
Crown Cork & Seal Co., Baltimore, Md.
Dodge Cork Company, Inc., Lancaster, Pa.
DuPont Cellophane Co., Inc., New York, N. Y.
General Plastics, Inc., North Tonawanda, N. Y.
Guardian Safety Seal Co., Chicago, Ill.
Mundet Cork Corp., Brooklyn, N. Y.
Phoenix Metal Cap Co., Chicago, Ill.
Rentschler & Sons, Inc., Irvington, N. J.

### CAPSULES (Foil)

Aluminum Seal Co., New Kensington, Pa.
Betts & Co., Ltd., London, England.
Rentschler & Sons, Inc., Irvington, N. J.

### CARTONS

Container Corp. of Amer., Chicago, Ill.
American Coating Mills, Inc., Elkhart, Ind.
Rossotti Lithographing Co., New York, N. Y.
Standard Printing Co., Louisville, Ky.

### CHIPS, OAK

National Oak Chip Co., Ashland, Ky.
Shaco Mfg. Co., Peoria, Ill.

### COLORINGS

Schimmel & Co., Inc., New York, N. Y.

### CONTAINERS

Container Corporation of America, Chicago.
Hinde & Dauch Paper Co., Sandusky, O.
Owens-Illinois Glass Co., Toledo, Ohio.
Rossotti Lithographing Co., New York, N. Y.
Standard Printing Co., Louisville, Ky.

### CONTINUOUS FORMS & SYSTEMS

Robert A. Haag, New York, N. Y.
Printline Co., Inc., New York, N. Y.

### CONTROLS (Electric and Mechanical)

Allen Bradley Co., Milwaukee, Wis.
General Electric Co., Schenectady, N. Y.

### CONVEYORS AND CONVEYING MACHINERY

Alsop Engineering Corp., New York, N. Y.
Burns Bottling Mach. Wks., Baltimore, Md.
Horix Mfg. Co., Pittsburgh, Pa.
The Karl Kiefer Mach. Co., Cincinnati, Ohio.
Pneumatic Scale Corp., Ltd., Quincy, Mass.
U. S. Bottlers Mach. Co., Chicago, Ill.

### COOKERS

The Pfaudler Co., Rochester, N. Y.
Henry Vogt Mach. Co., Louisville, Ky.
Vulcan Copper & Supply Co., Cincinnati, O.

### COLORINGS

Consolidated Products Co., New York, N. Y.
Fritzsche Bros., Inc., New York, N. Y.

### COOPERAGE

Allied Barrel Corp., Oil City, Pa.
Chess & Wymond, Inc., Louisville, Ky.

### COOPERAGE EQUIPMENT

John S. Oram Co., Cleveland, O.
Bauerle & Morris, Inc., Philadelphia, Pa.

### CORKS

American Star Cork Co., Inc., Brooklyn, N. Y.
Armstrong Cork Products Co., Lancaster, Pa.
Burns Bottling Mach. Wks., Baltimore, Md.
Cork Import Corp., New York, N. Y.
Chicago Cork Wks. Co., Chicago, Ill.
Dodge Cork Co., Inc., Lancaster, Pa.
Mundet Cork Corp., Brooklyn, N. Y.

### CUPS, OIL AND GREASE

The Lunkenheimer Co., Cincinnati, O.

### DISTILLERY AND WINERY MACH. AND EQUIPMENT

Alsop Engr. Corp., New York, N. Y.
E. B. Badger & Sons Co., New York, N. Y.
Baeuerle & Morris, Inc., Philadelphia, Pa
Burns Bottling Mach. Wks., Baltimore, Md.
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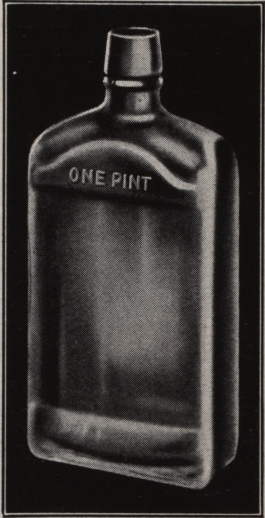

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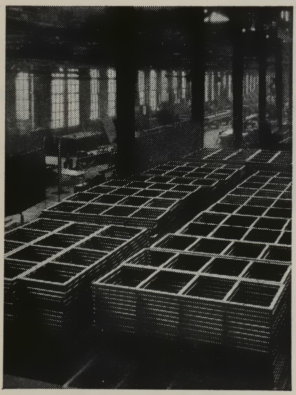

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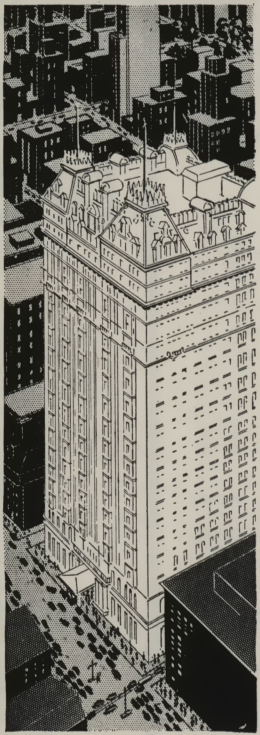

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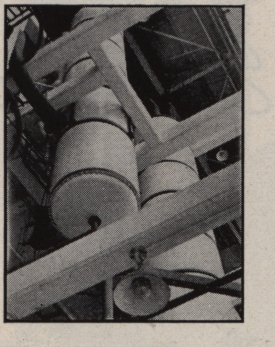

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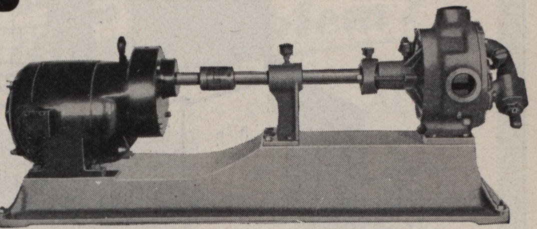

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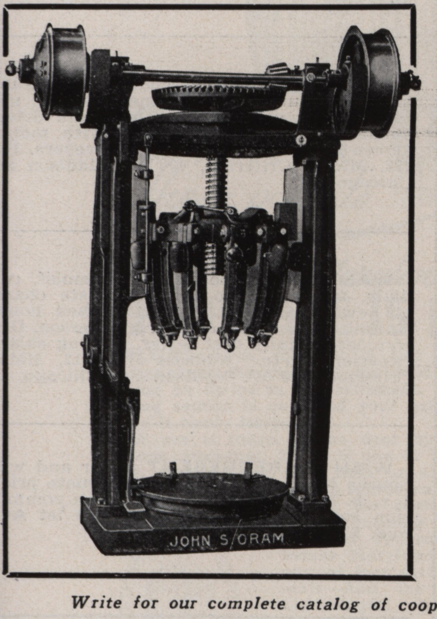

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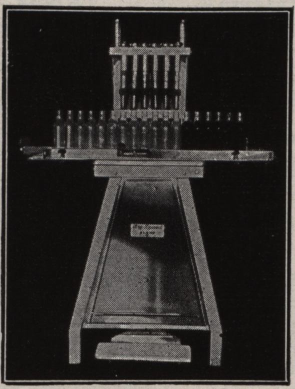

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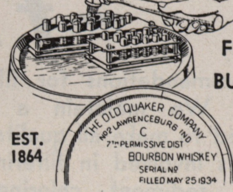

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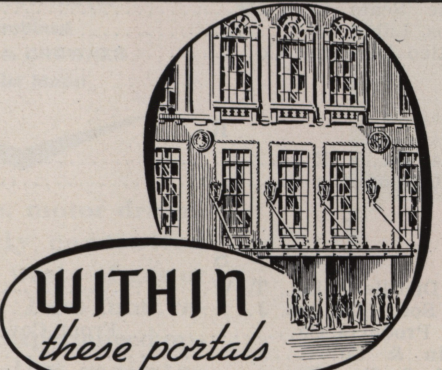

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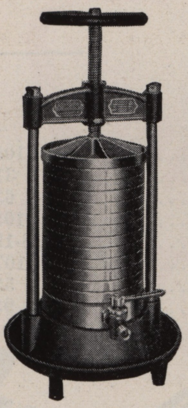

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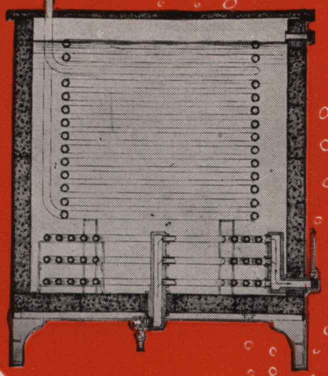

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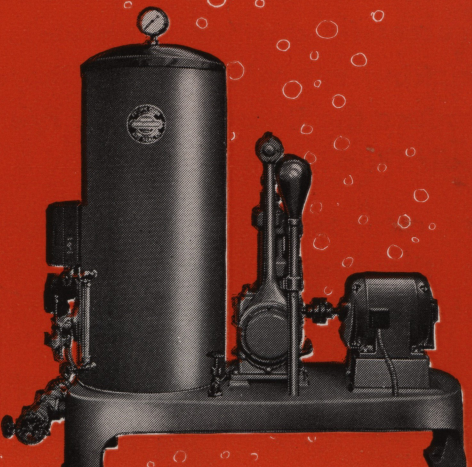

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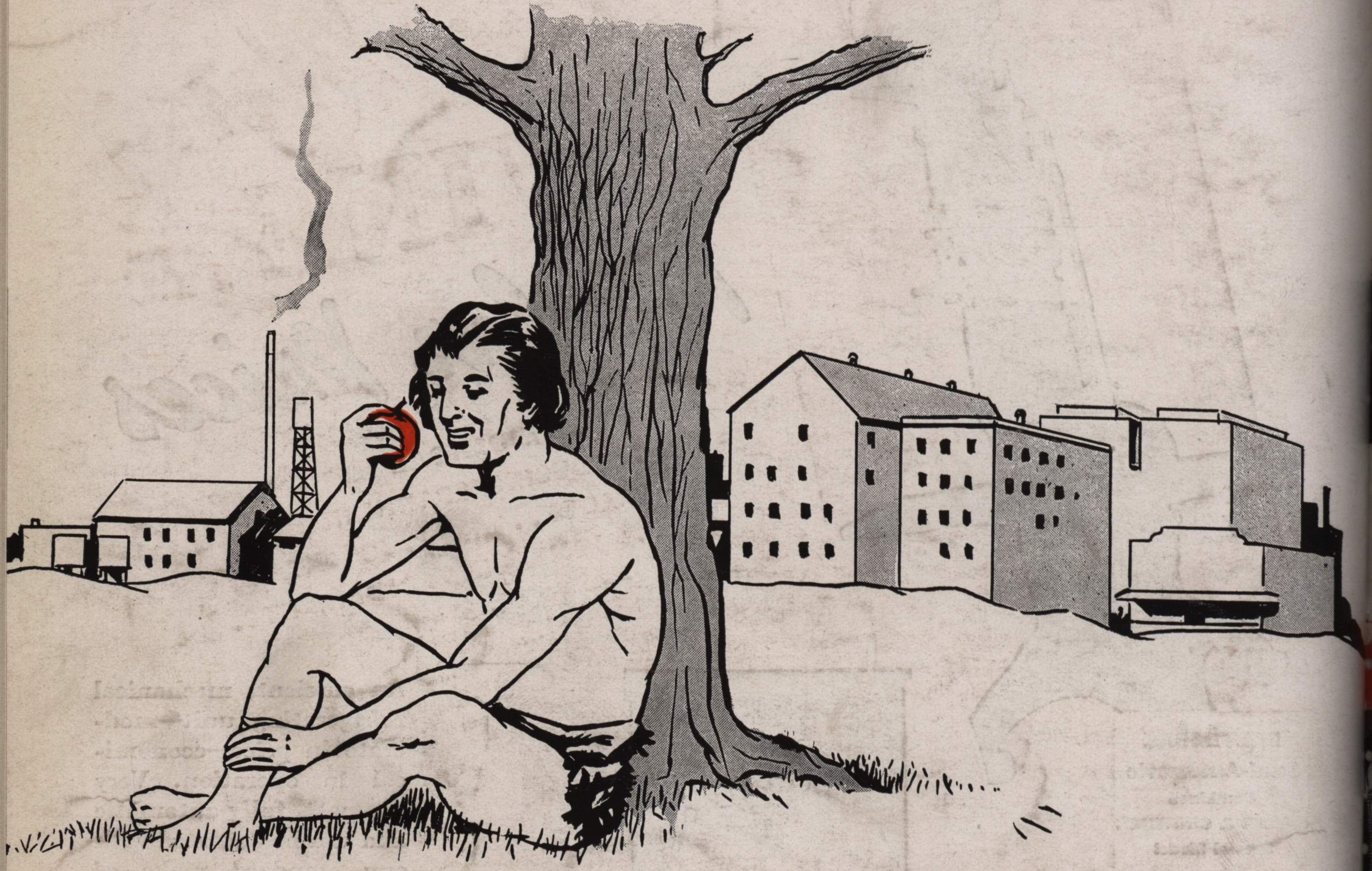

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